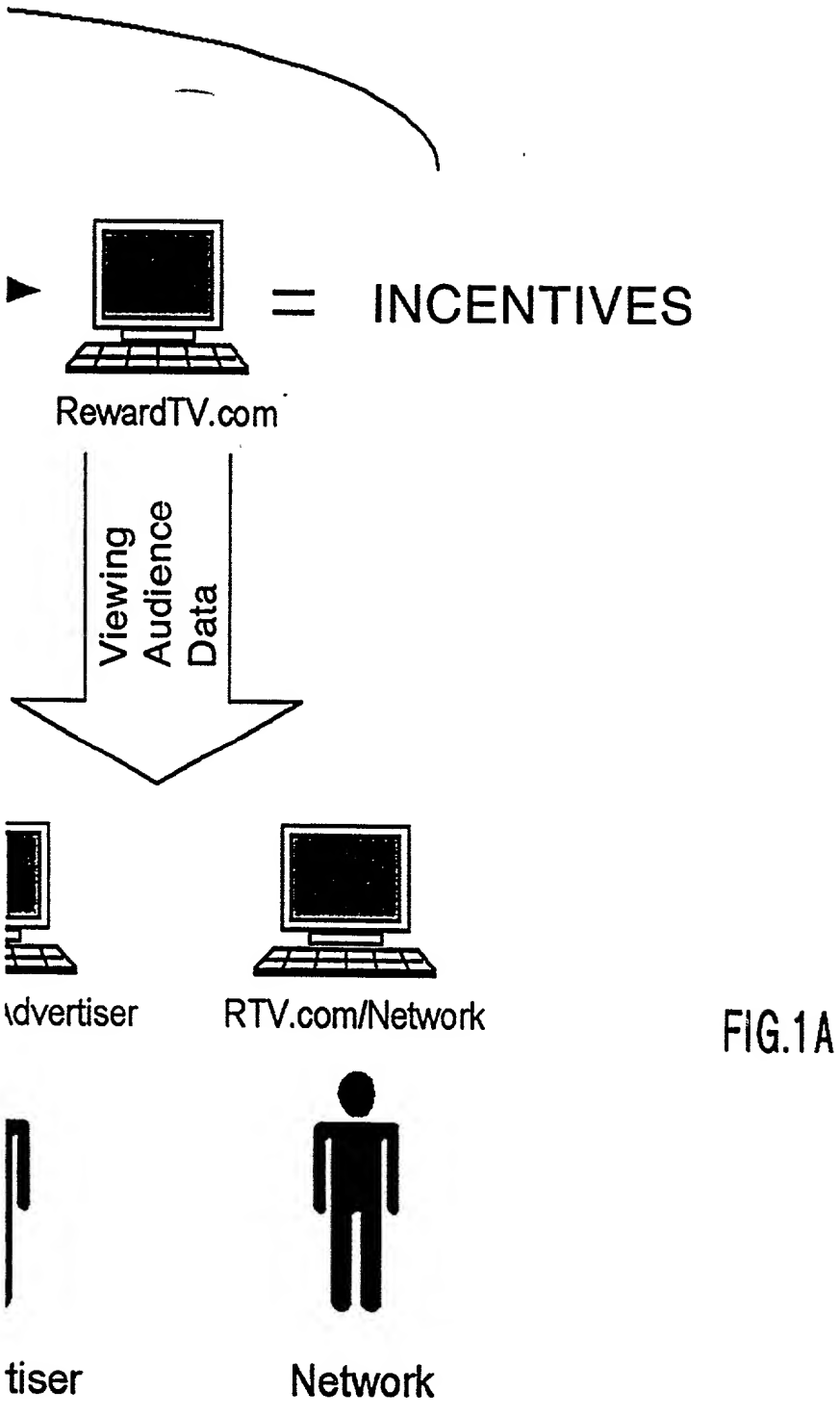

= INCENTIVES
RewardTV.com
Viewing Audience Data
dvertiser
RTV.com/Network
tiser
Network

FIG.1A

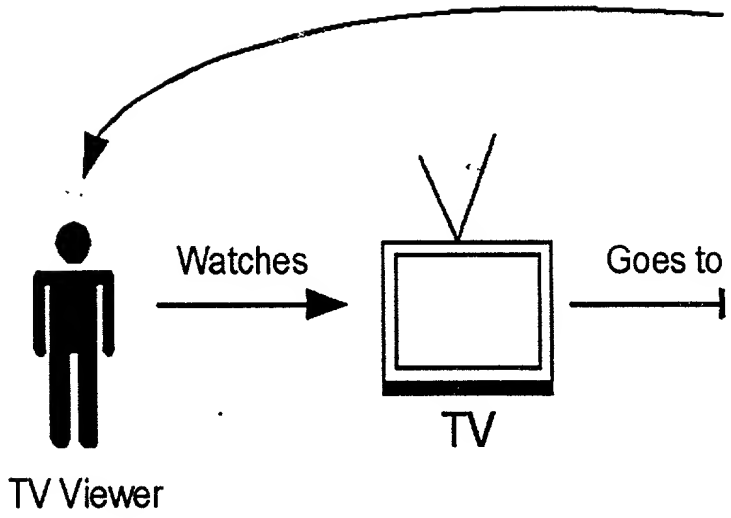


FIG.1B

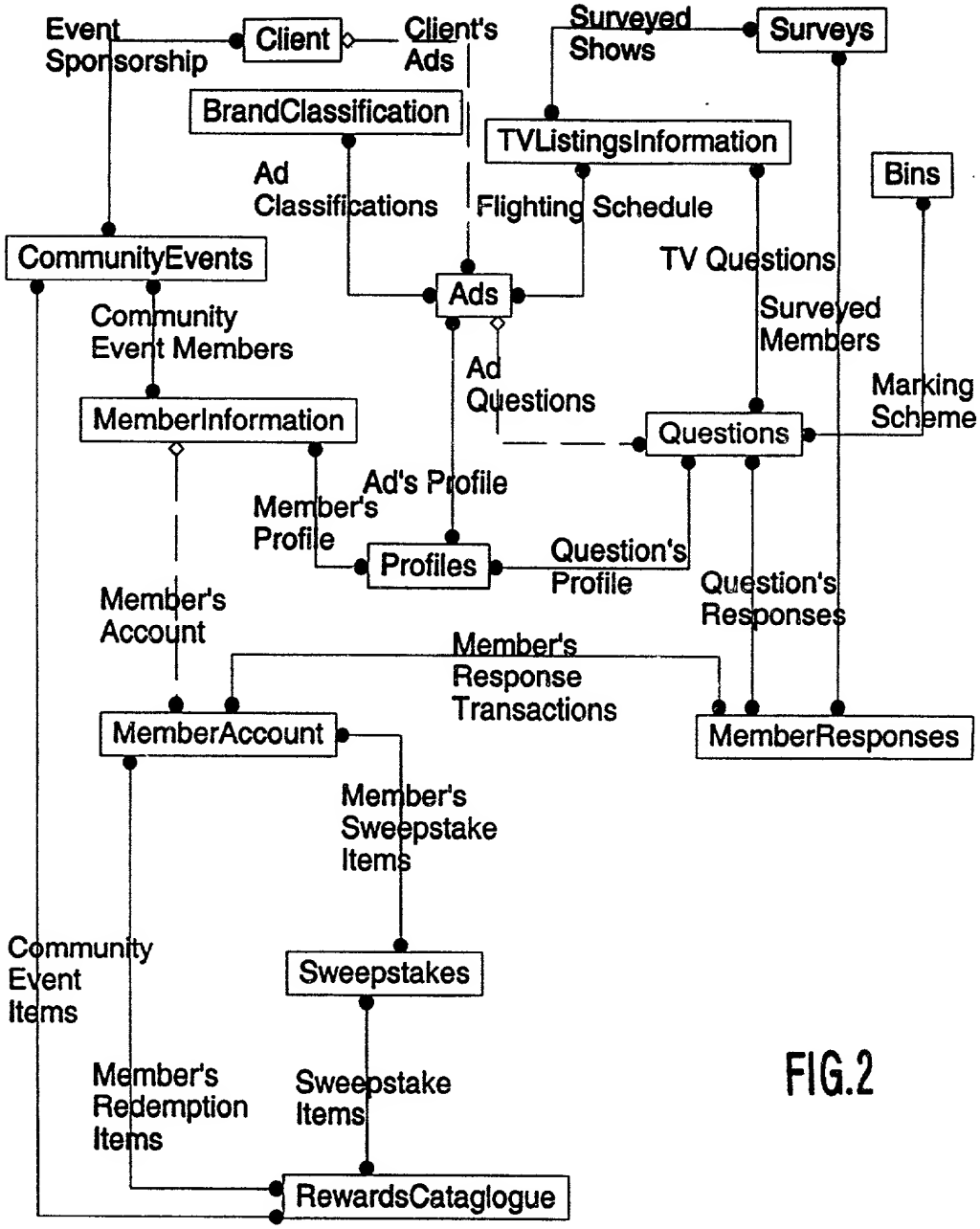

Event Sponsorship
Client
Client's Ads
Surveyed Shows
Surveys
BrandClassification
TVListingsInformation
Bins
Ad Classifications
Flighting Schedule
CommunityEvents
TV Questions
Ads
Community Event Members
Surveyed Members
Ad Questions
Marking Scheme
MemberInformation
Questions
Ad's Profile
Member's Profile
Profiles
Question's Profile
Question's Responses
Member's Account
Member's Response Transactions
MemberAccount
MemberResponses
Member's Sweepstake Items
Community Event Items
Sweepstakes
Member's Redemption Items
Sweepstake Items
RewardsCataglogue

FIG.2

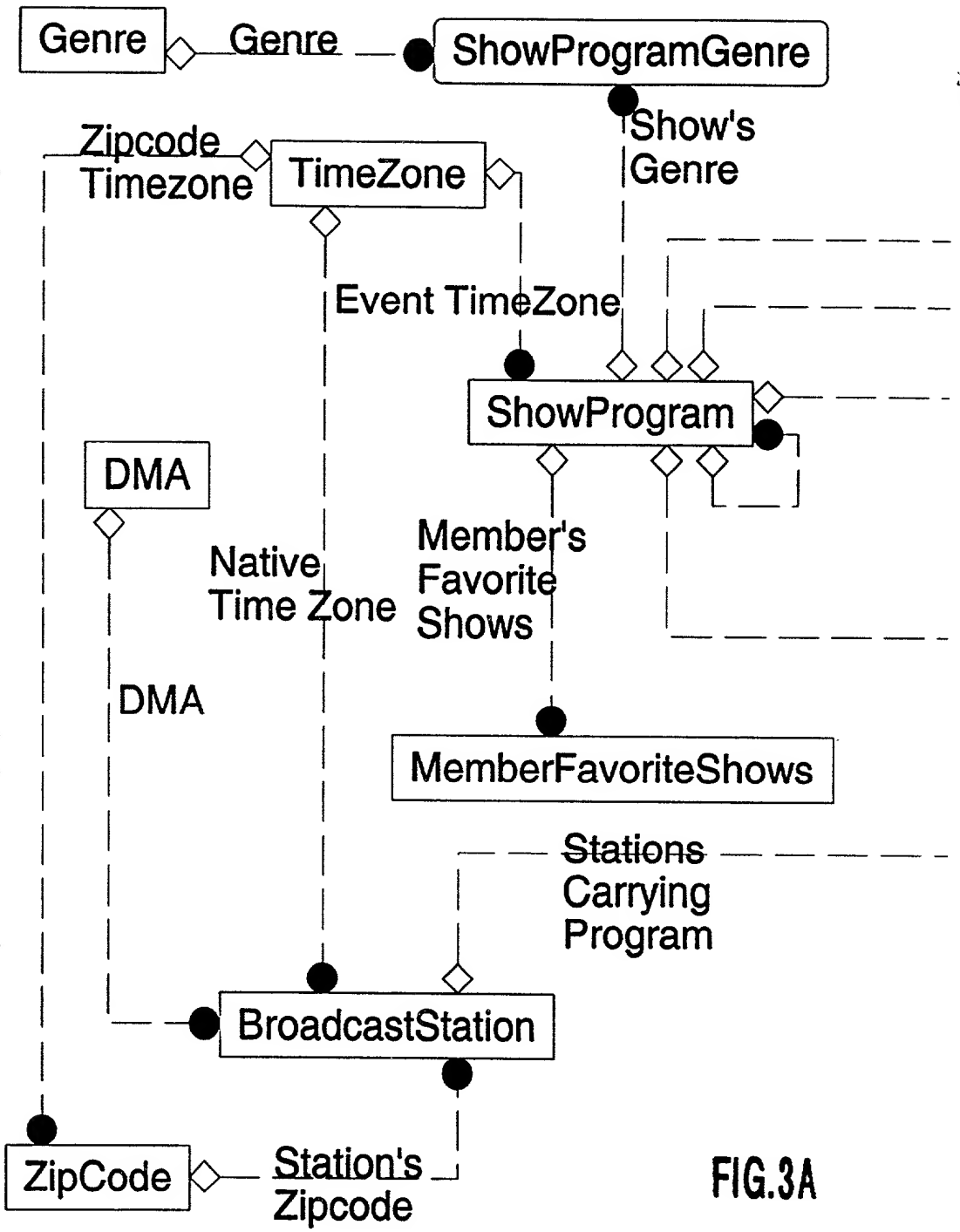

Genre
Genre
ShowProgramGenre
Show's
Genre
Zipcode
Timezone
TimeZone
Event TimeZone
ShowProgram
DMA
Native
Time Zone
Member's
Favorite
Shows
DMA
MemberFavoriteShows
Stations
Carrying
Program
BroadcastStation
ZipCode
Station's
Zipcode

FIG.3A

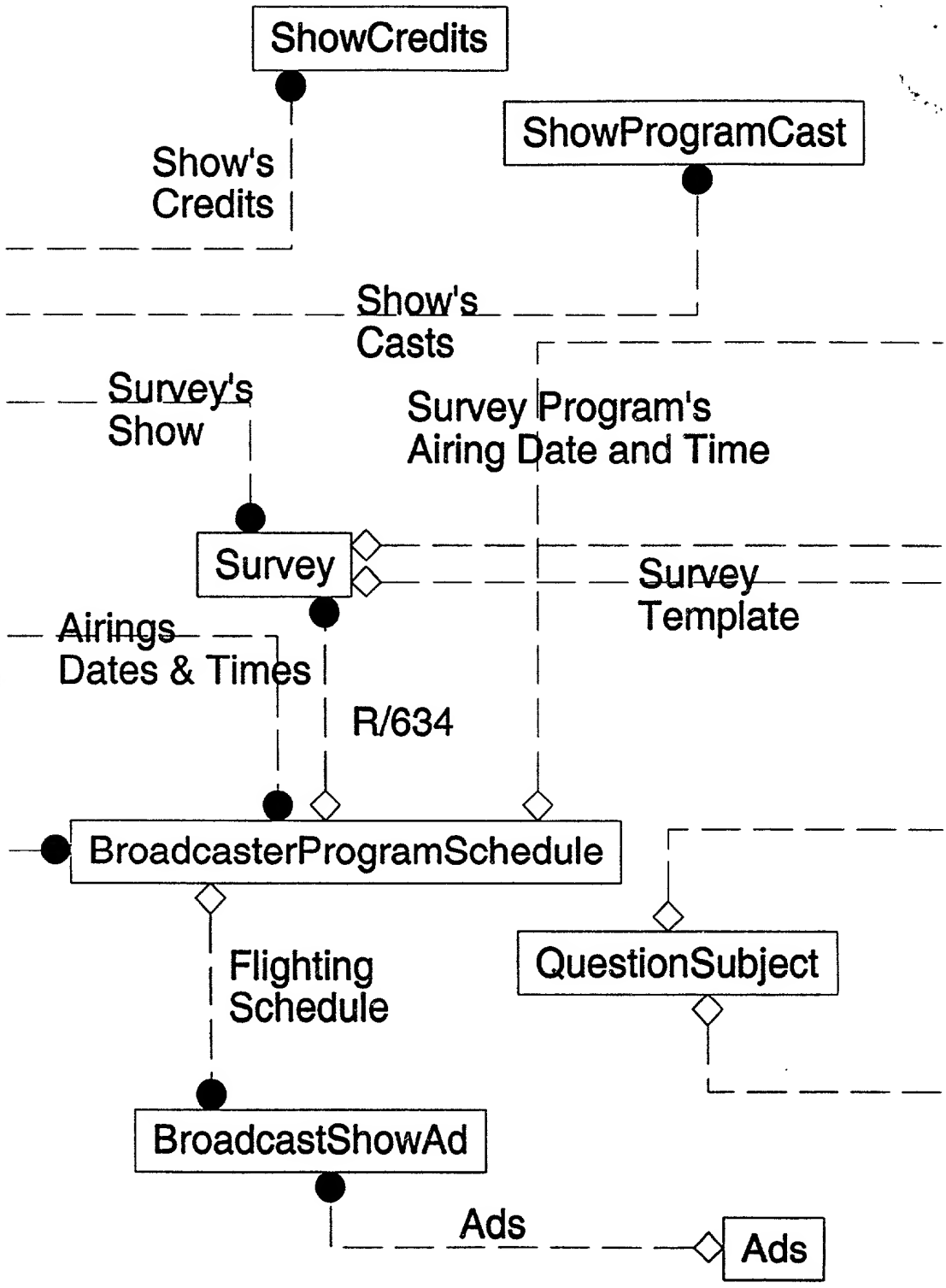

ShowCredits
ShowProgramCast
Show's
Credits
Show's
Casts
Survey's
Show
Survey Program's
Airing Date and Time
Survey
Survey
Template
Airings
Dates & Times
R/634
BroadcasterProgramSchedule
QuestionSubject
Flighting
Schedule
BroadcastShowAd
Ads
Ads

FIG.3B

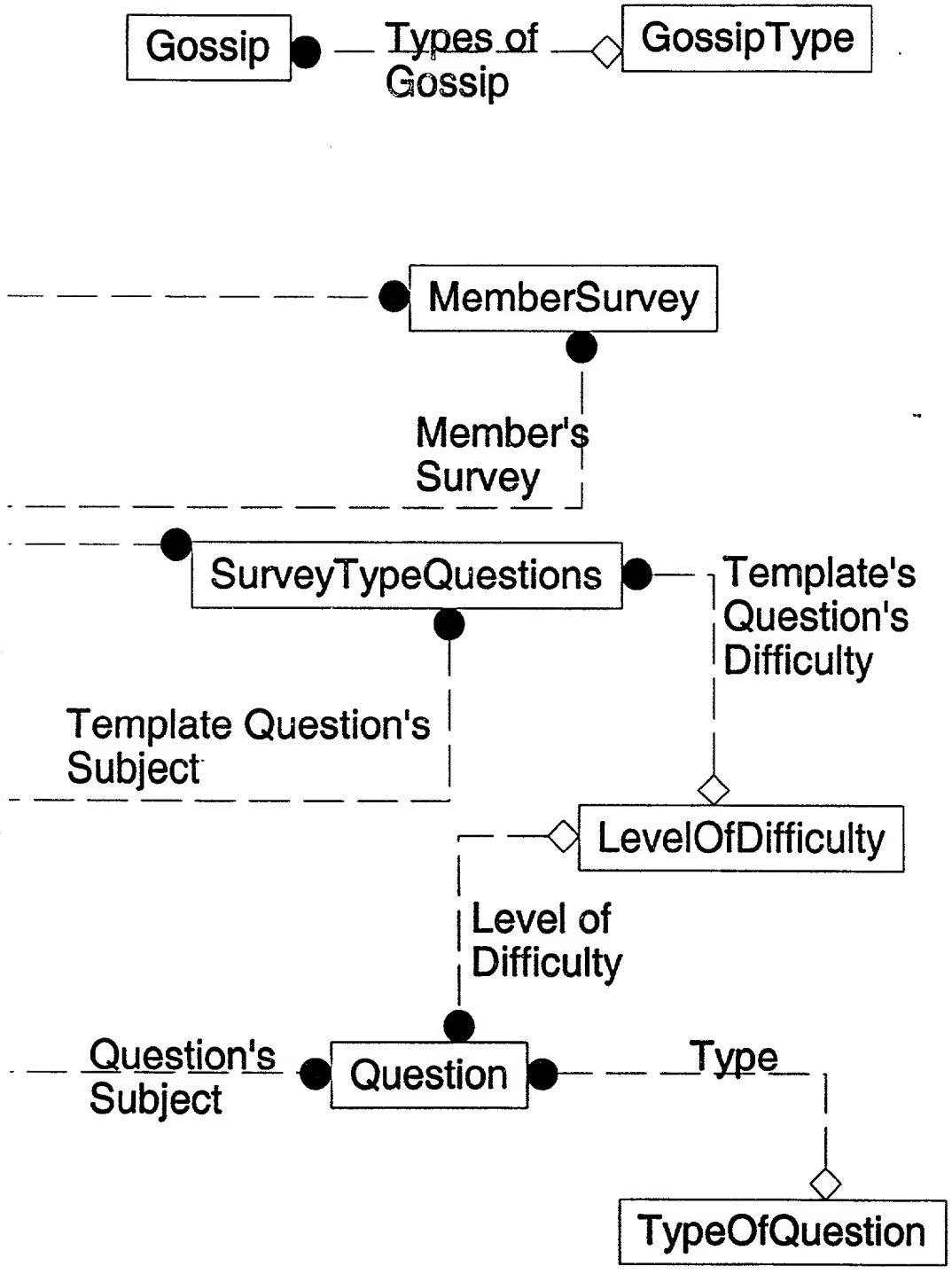

Gossip
Types of Gossip
GossipType
MemberSurvey
Member's Survey
SurveyTypeQuestions
Template's Question's Difficulty
Template Question's Subject
LevelOfDifficulty
Level of Difficulty
Question's Subject
Question
Type
TypeOfQuestion

FIG.3C

Atomic Level Questions

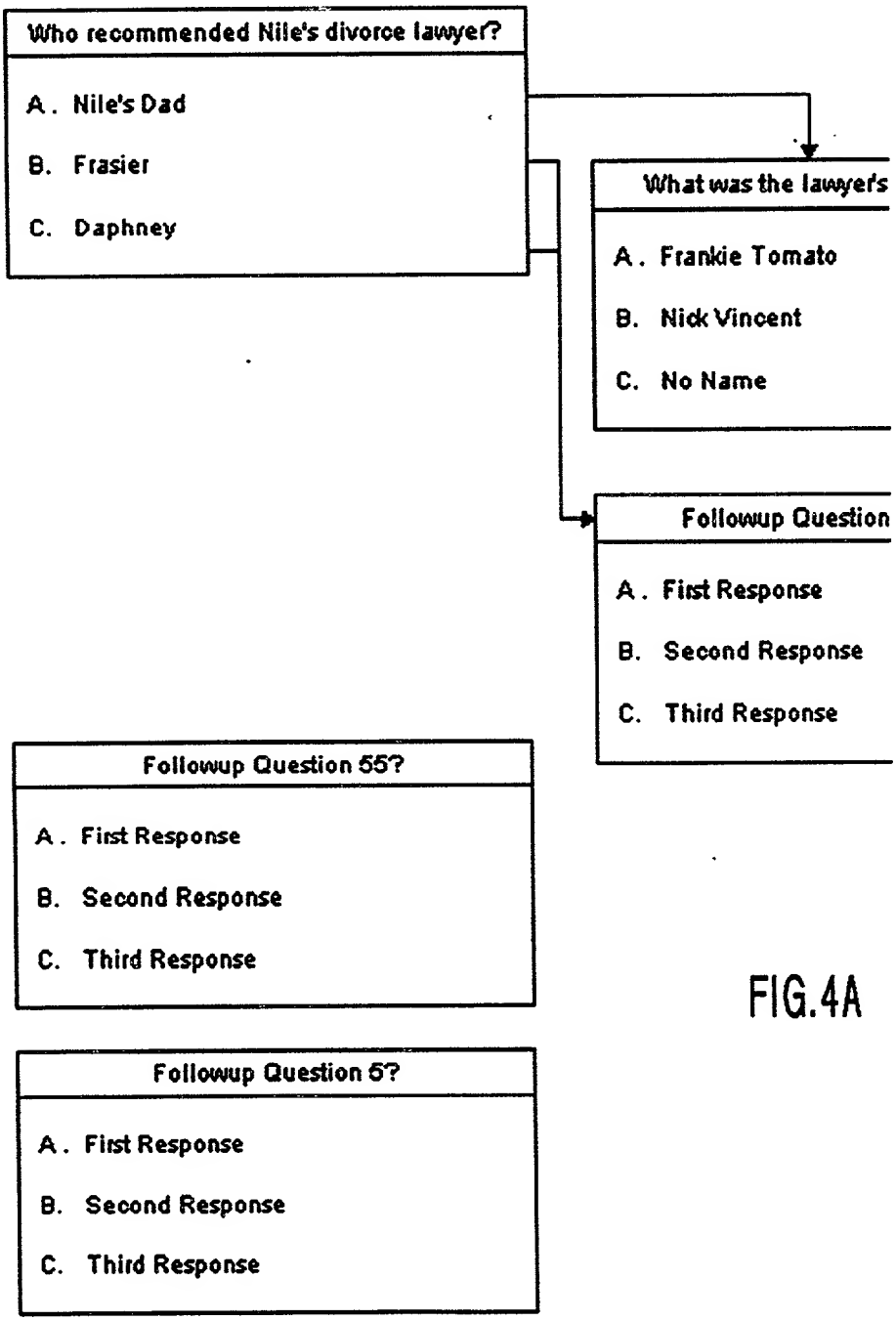


FIG.4A

NB: Followup questions can themselves be the start of an Atomic Level

Followup Level Questions

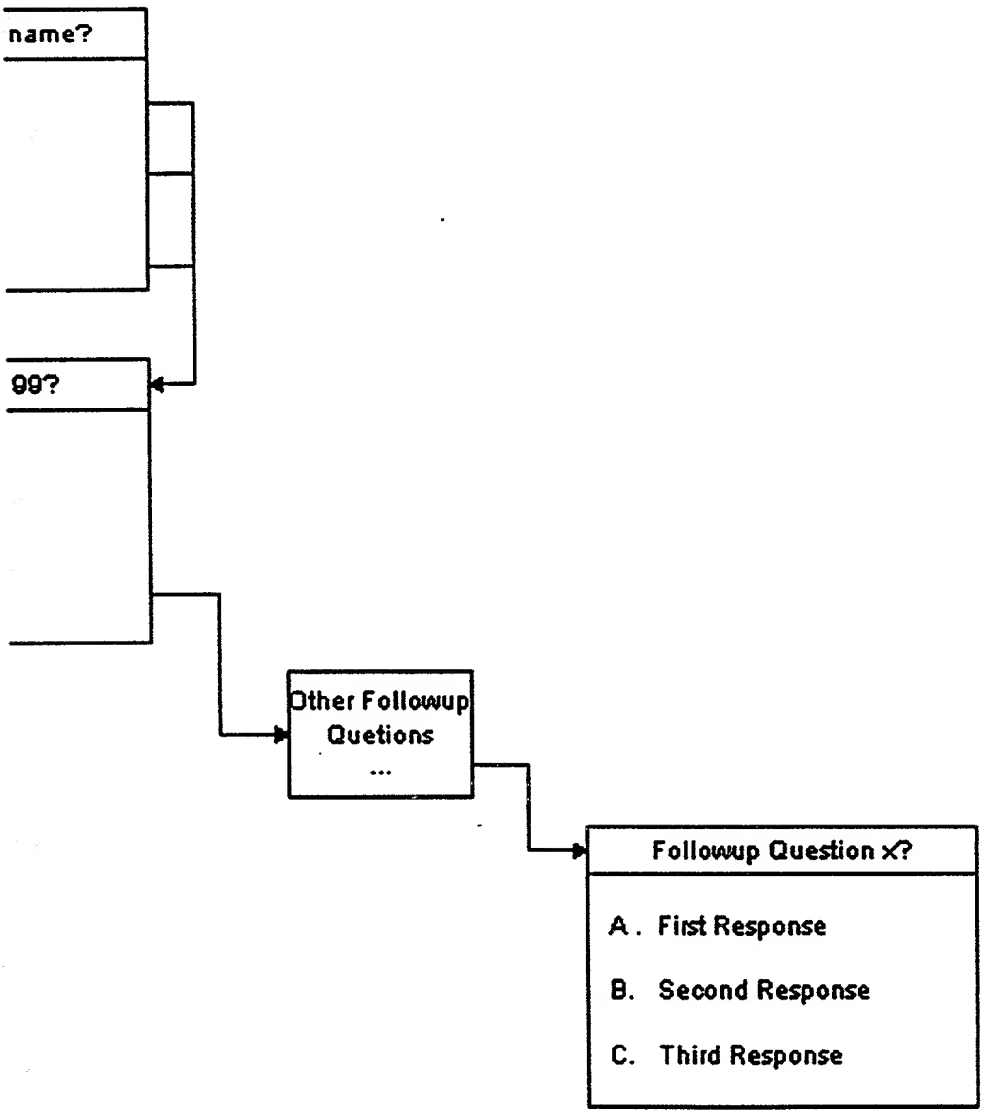


FIG.4B

Question

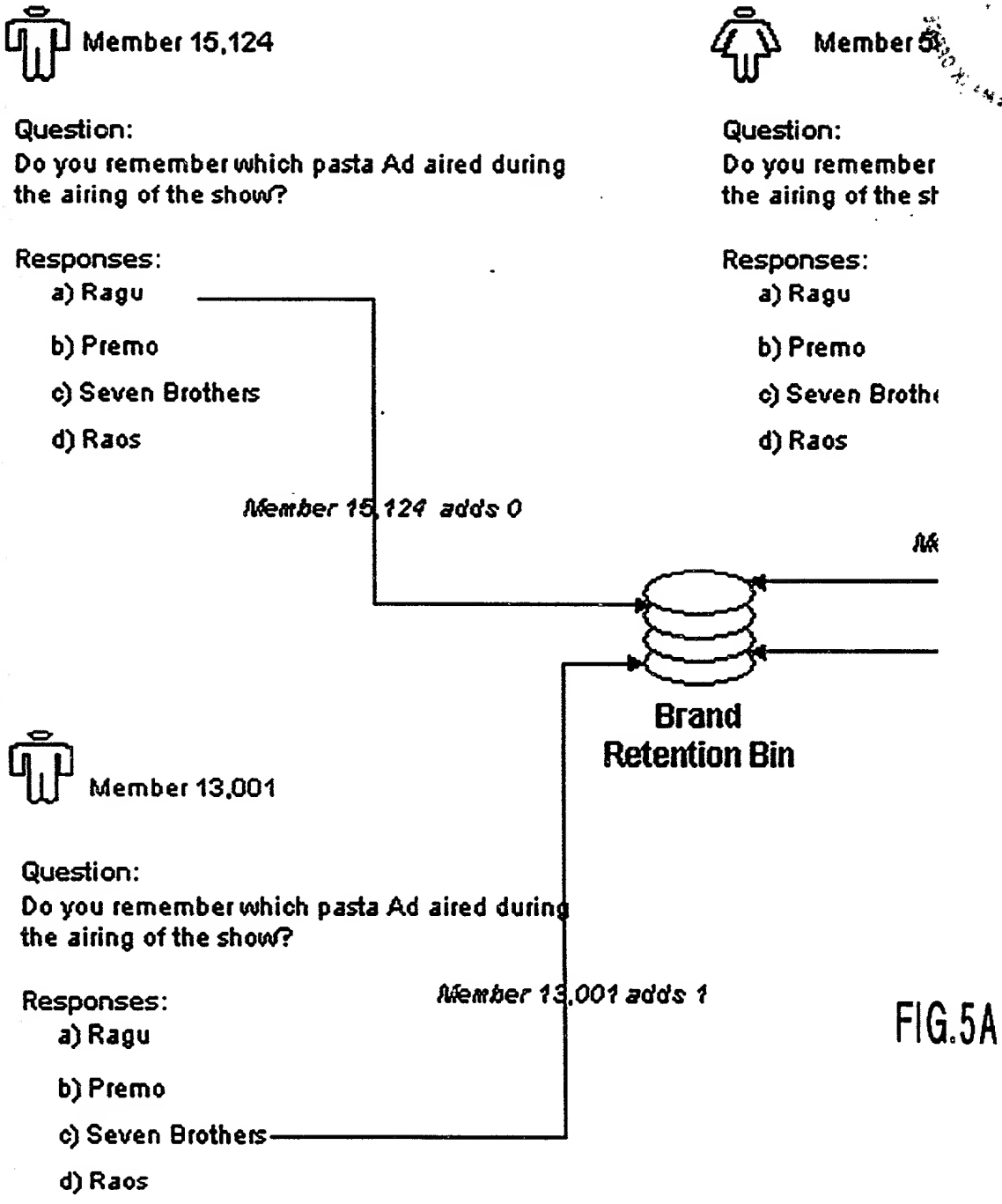


FIG.5A

NB: Analyzing the results: 2 recalled the Ad and 2 Did not. Of the 2 correc can be conducted to review, for example, those Member's income level ar

9,967

Member 567

which pasta Ad aired during
ıow?

Question:
Do you remember which pasta Ad aired during the airing of the show?

Responses:
a) Ragu

b) Premo

c) Seven Brothers

d) Raos

ers

ember 59,967 adds 1

Member 567 adds 0

t responses, 1 was male and 1 was female. Furture analysis
id/or martial status.

FIG.5B

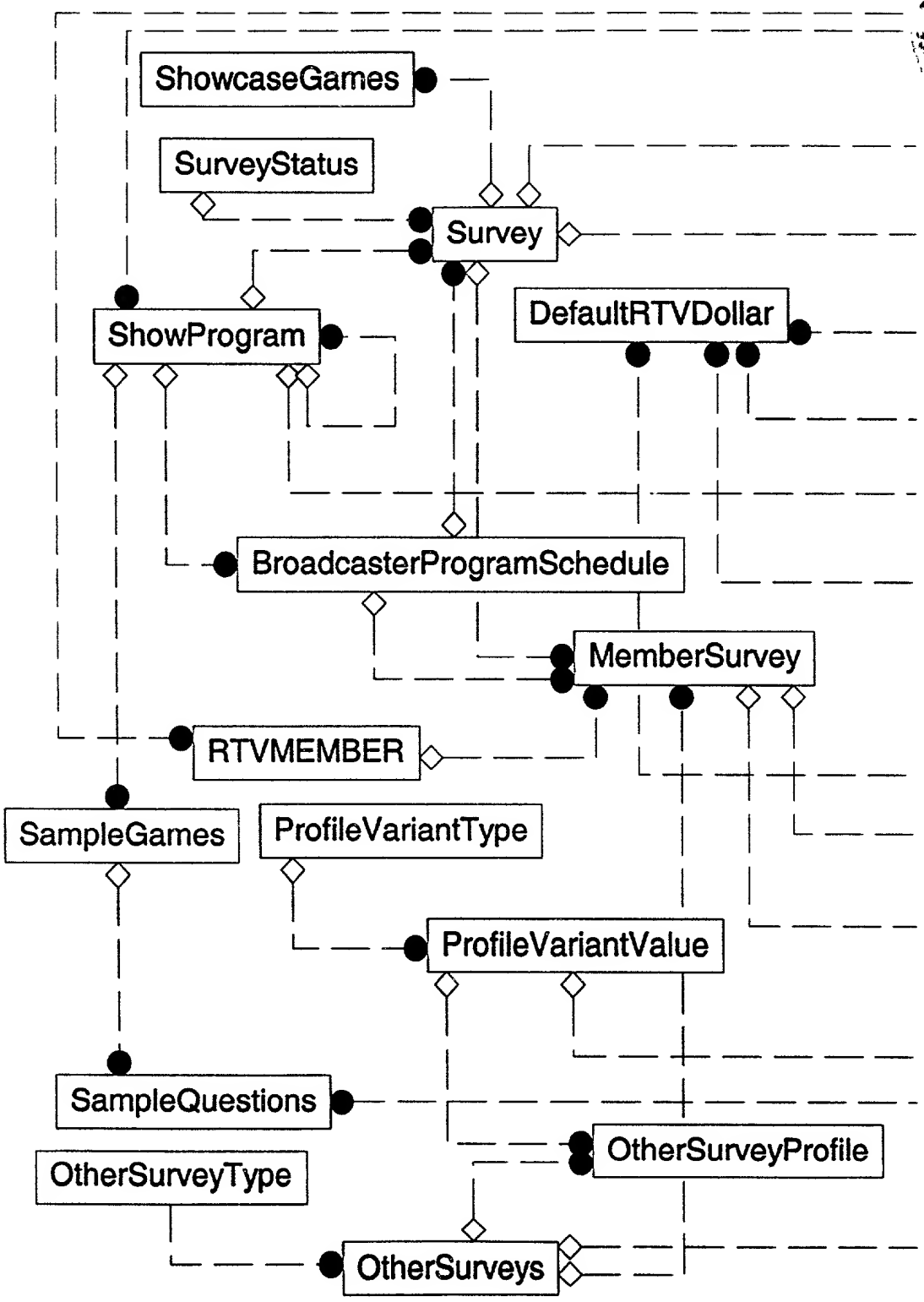

ShowcaseGames
SurveyStatus
Survey
ShowProgram
DefaultRTVDollar
BroadcasterProgramSchedule
MemberSurvey
RTVMEMBER
SampleGames
ProfileVariantType
ProfileVariantValue
SampleQuestions
OtherSurveyProfile
OtherSurveyType
OtherSurveys

FIG.6A

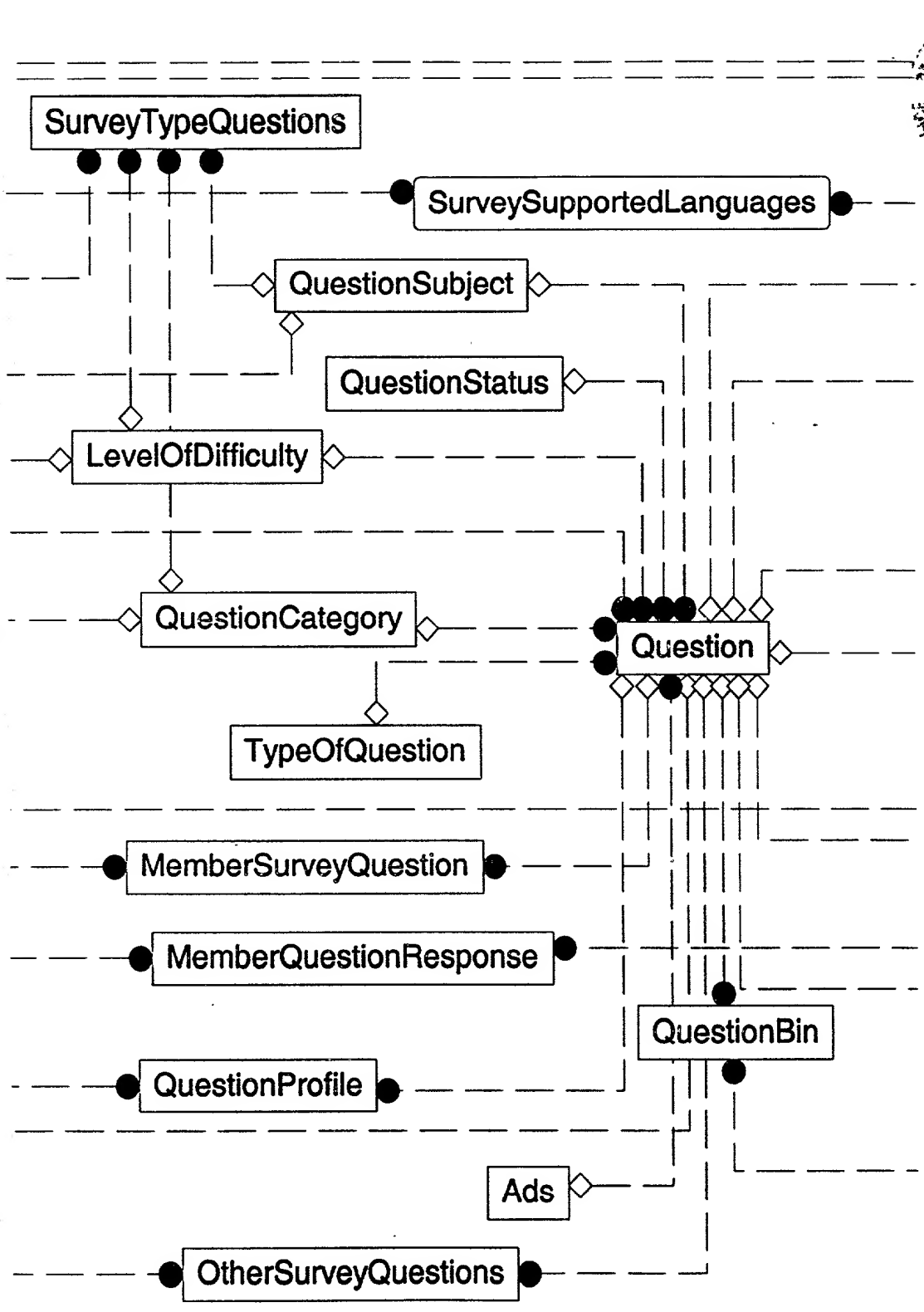

SurveyTypeQuestions
SurveySupportedLanguages
QuestionSubject
QuestionStatus
LevelOfDifficulty
QuestionCategory
Question
TypeOfQuestion
MemberSurveyQuestion
MemberQuestionResponse
QuestionBin
QuestionProfile
Ads
OtherSurveyQuestions

FIG.6B

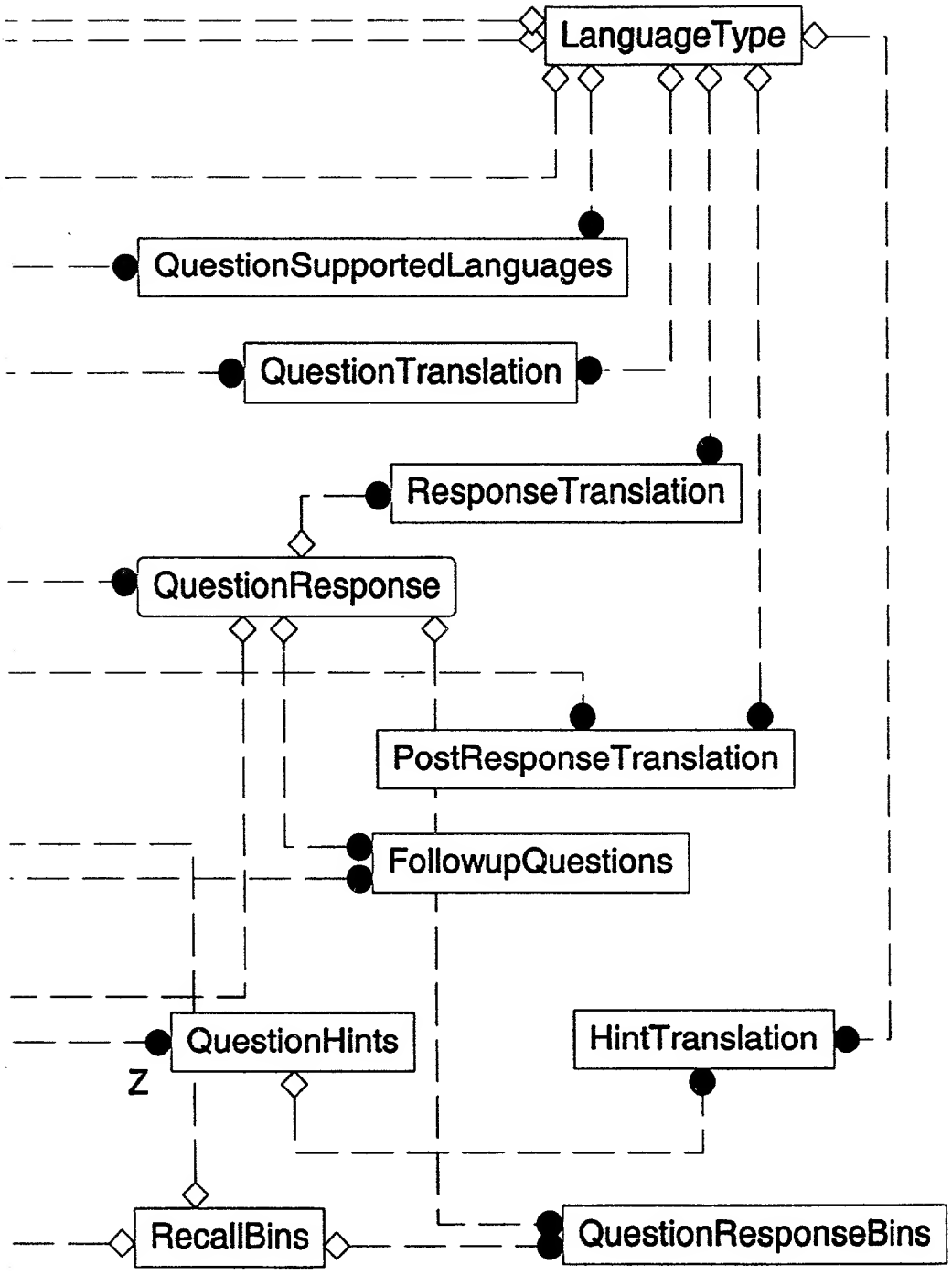

LanguageType
QuestionSupportedLanguages
QuestionTranslation
ResponseTranslation
QuestionResponse
PostResponseTranslation
FollowupQuestions
QuestionHints
HintTranslation
RecallBins
QuestionResponseBins

FIG.6C

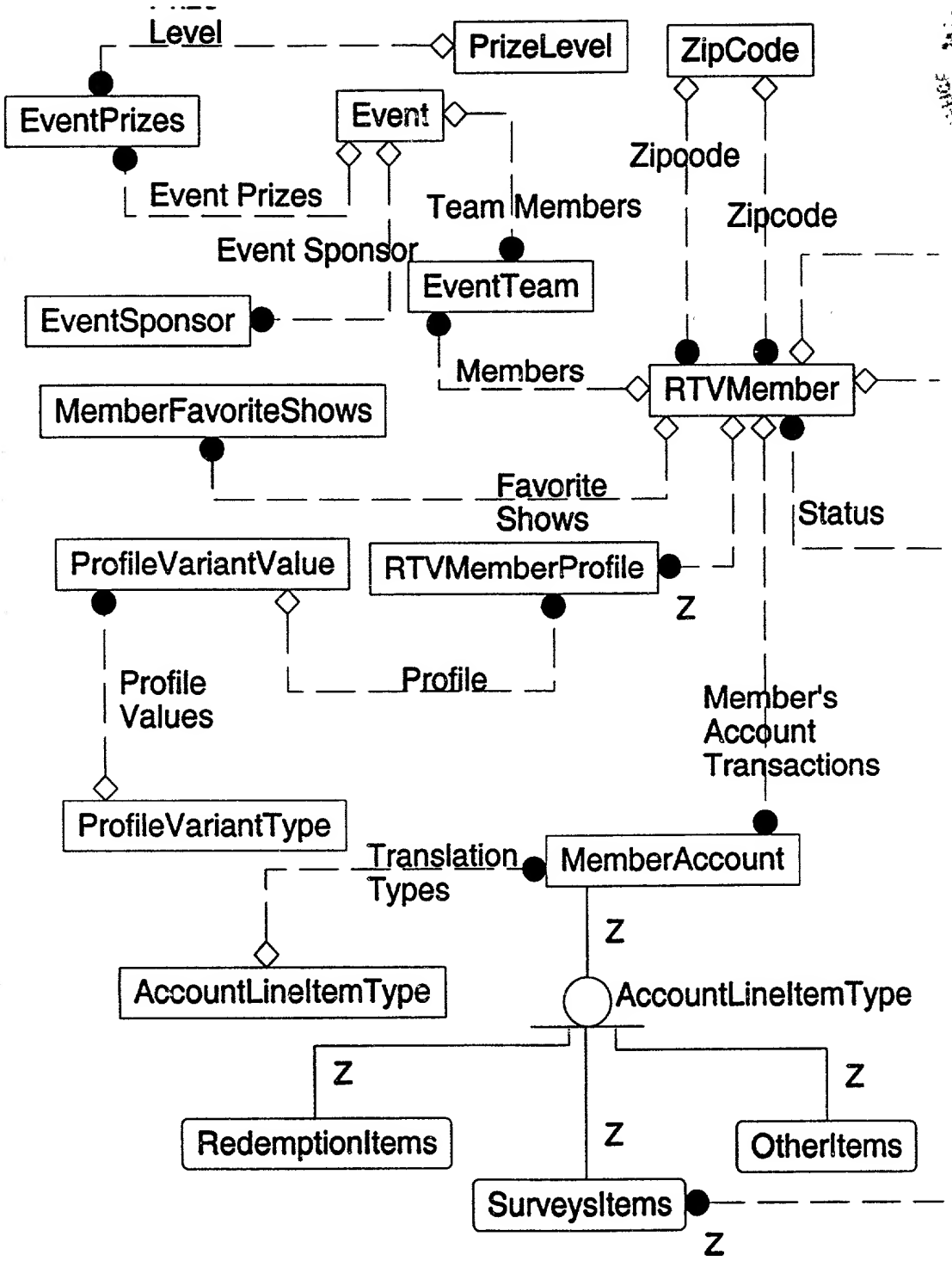

Level
PrizeLevel
ZipCode
EventPrizes
Event
Zipcode
Event Prizes
Team Members
Zipcode
Event Sponsor
EventTeam
EventSponsor
Members
RTVMember
MemberFavoriteShows
Favorite
Shows
Status
ProfileVariantValue
RTVMemberProfile
Z
Profile
Values
Profile
Member's
Account
Transactions
ProfileVariantType
Translation
Types
MemberAccount
Z
AccountLineItemType
AccountLineItemType
Z
Z
RedemptionItems
Z
OtherItems
SurveysItems
Z

FIG.7A

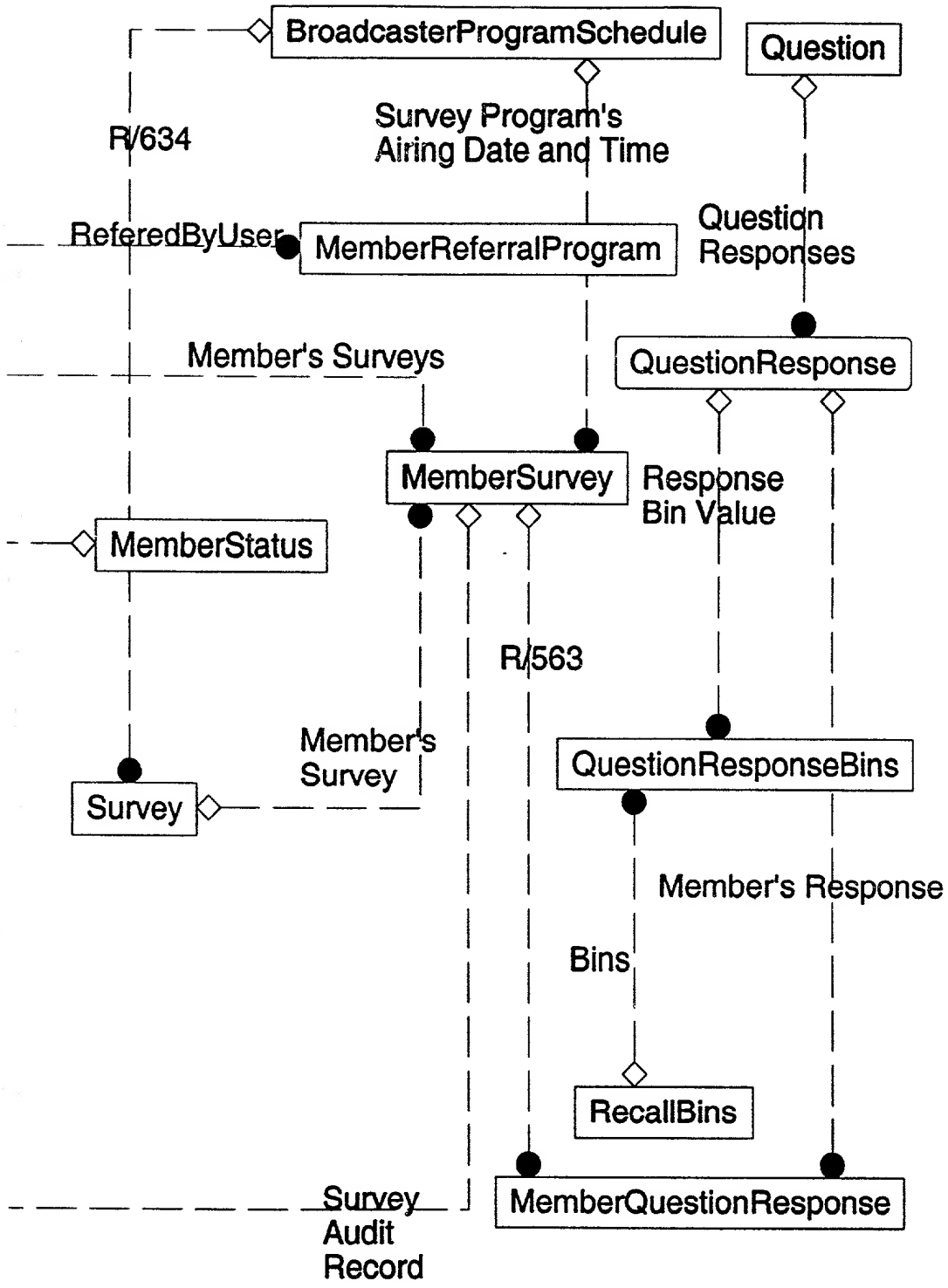

BroadcasterProgramSchedule
Question
R/634
Survey Program's
Airing Date and Time
ReferedByUser
MemberReferralProgram
Question
Responses
Member's Surveys
QuestionResponse
MemberSurvey
Response
Bin Value
MemberStatus
R/563
Member's
Survey
QuestionResponseBins
Survey
Member's Response
Bins
RecallBins
Survey
Audit
Record
MemberQuestionResponse

FIG.7B

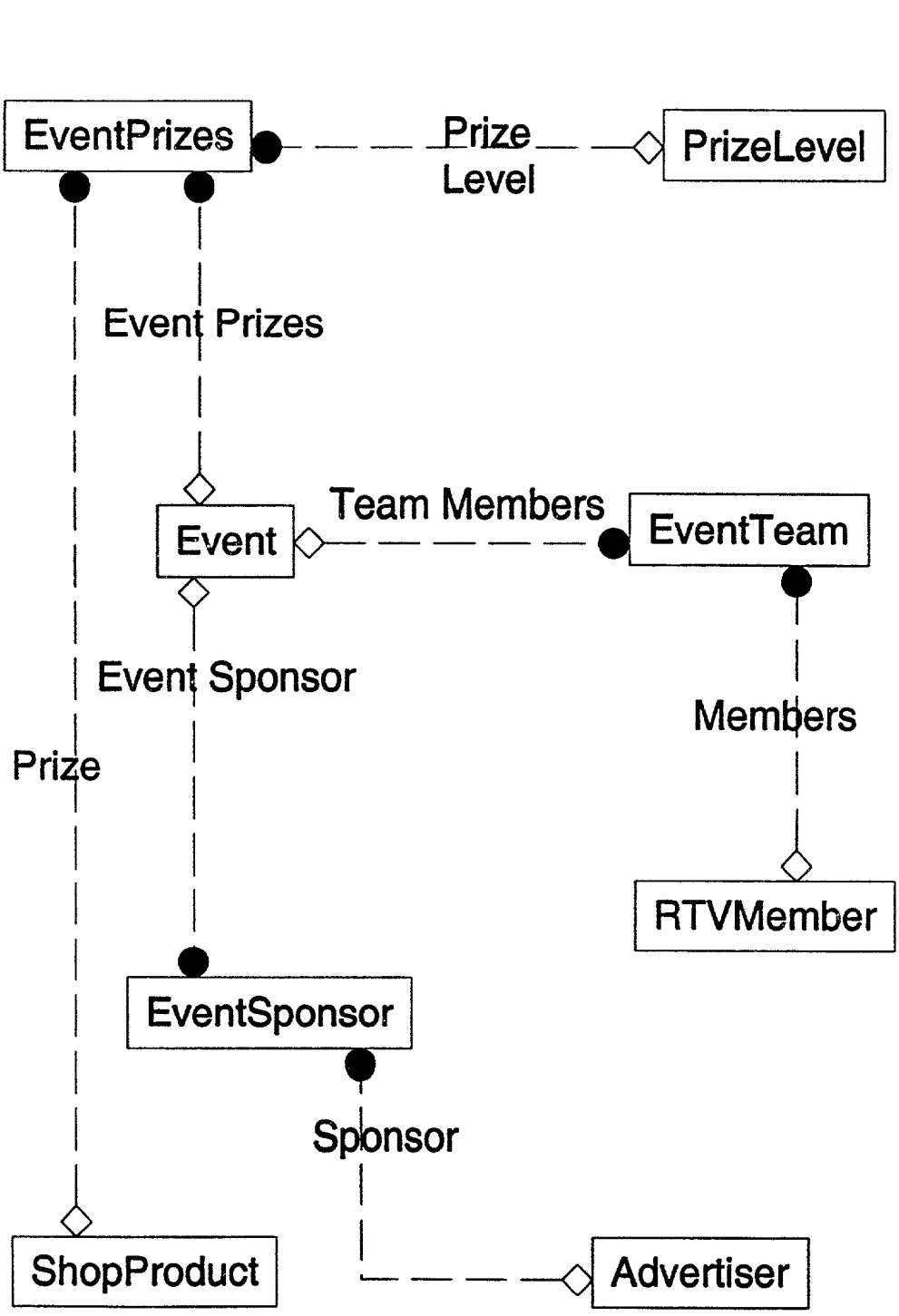

EventPrizes
Prize
Level
PrizeLevel
Event Prizes
Event
Team Members
EventTeam
Event Sponsor
Members
Prize
RTVMember
EventSponsor
Sponsor
ShopProduct
Advertiser

FIG.8

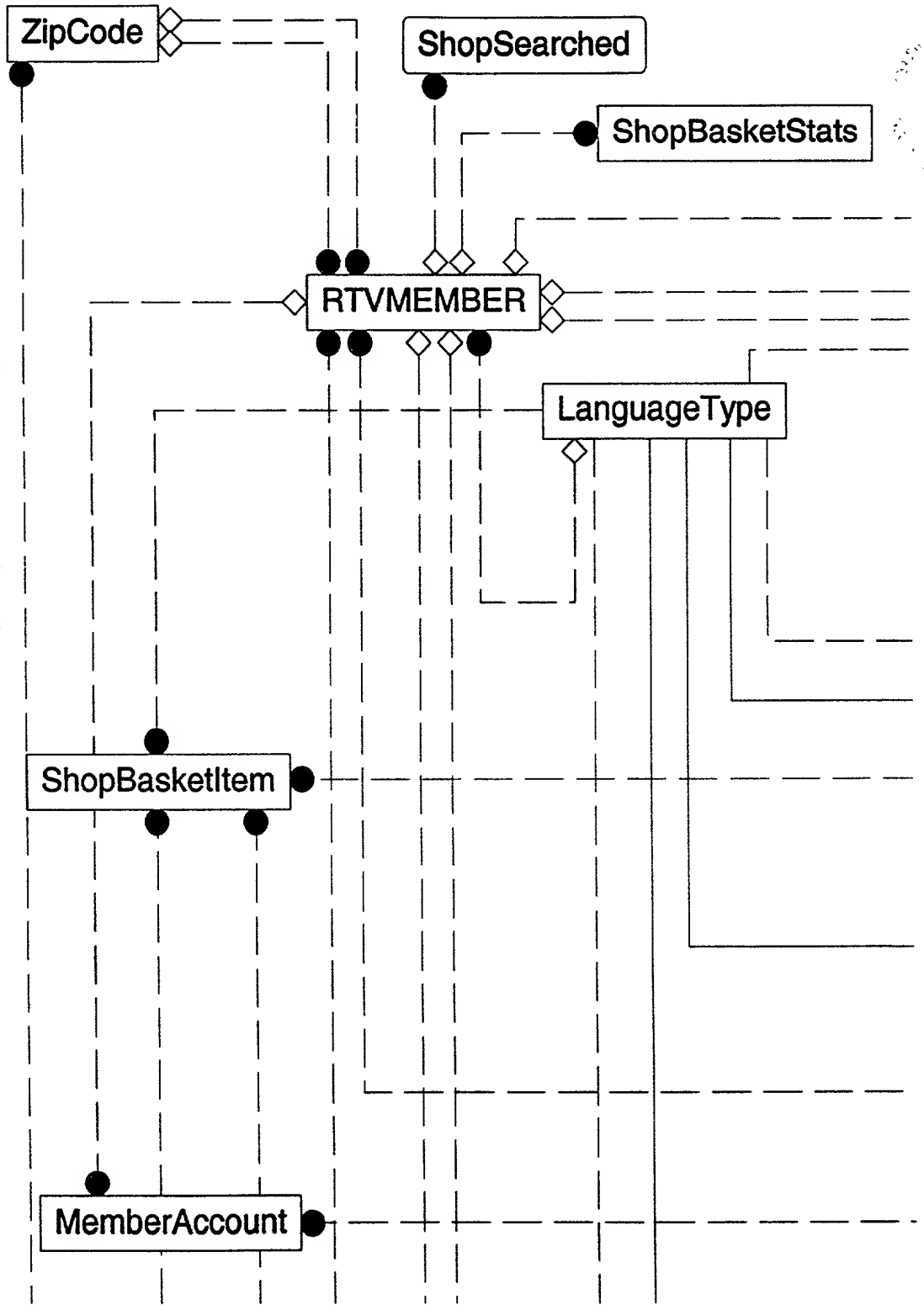

ZipCode
ShopSearched
ShopBasketStats
RTVMEMBER
LanguageType
ShopBasketItem
MemberAccount

FIG.9A

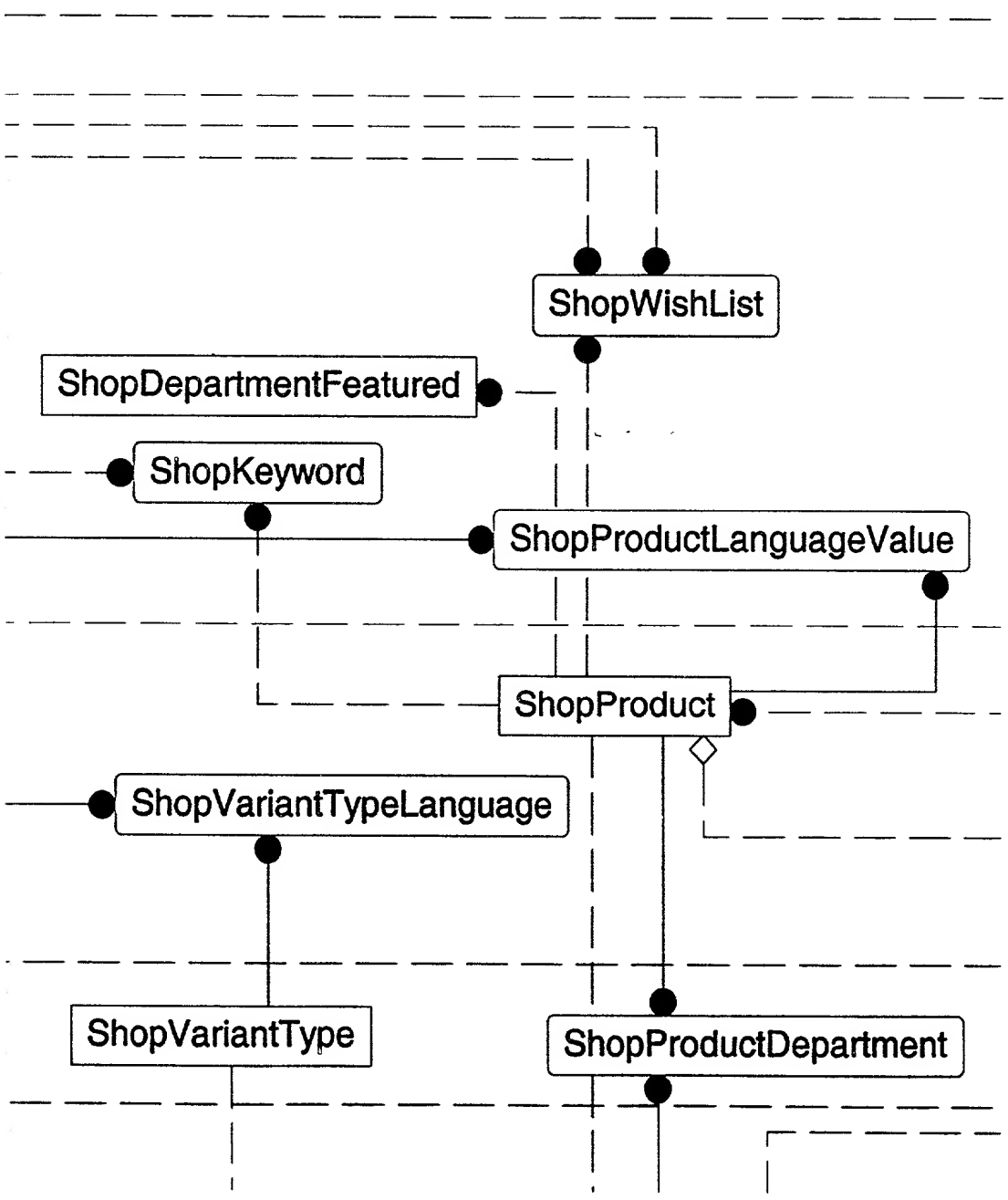

ShopWishList
ShopDepartmentFeatured
ShopKeyword
ShopProductLanguageValue
ShopProduct
ShopVariantTypeLanguage
ShopVariantType
ShopProductDepartment

FIG.9B

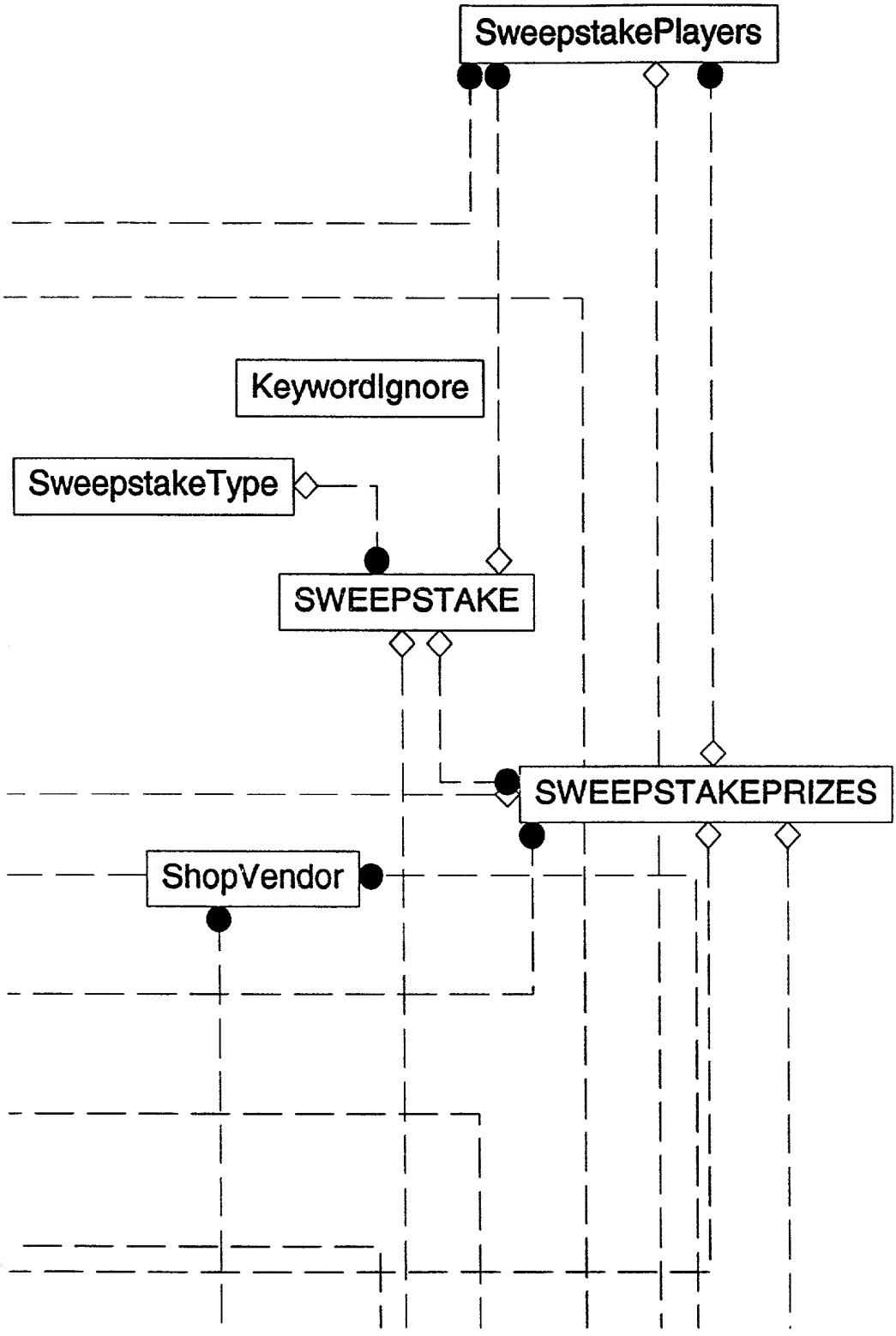

SweepstakePlayers
KeywordIgnore
SweepstakeType
SWEEPSTAKE
SWEEPSTAKEPRIZES
ShopVendor

FIG.9C

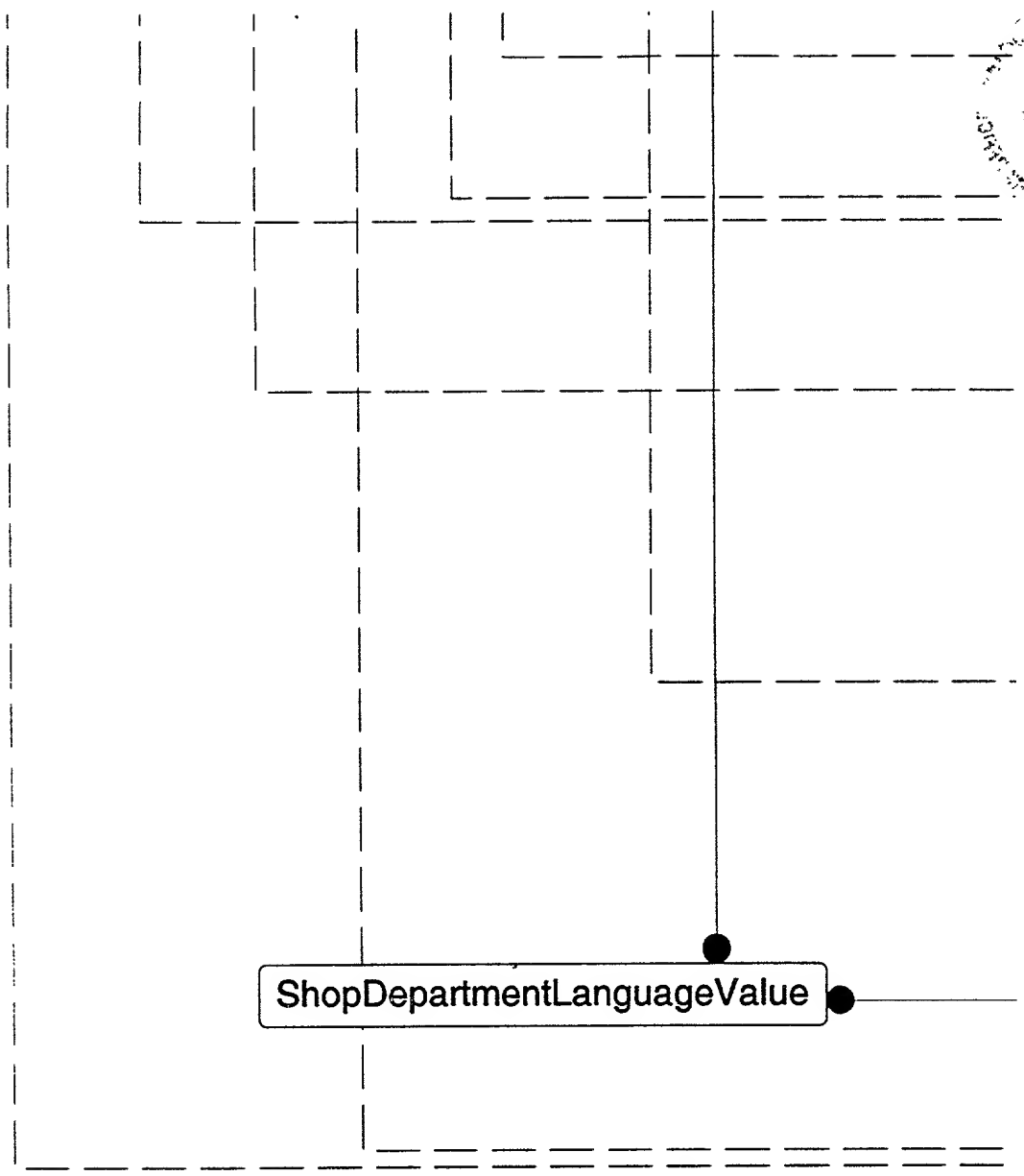


FIG.9D

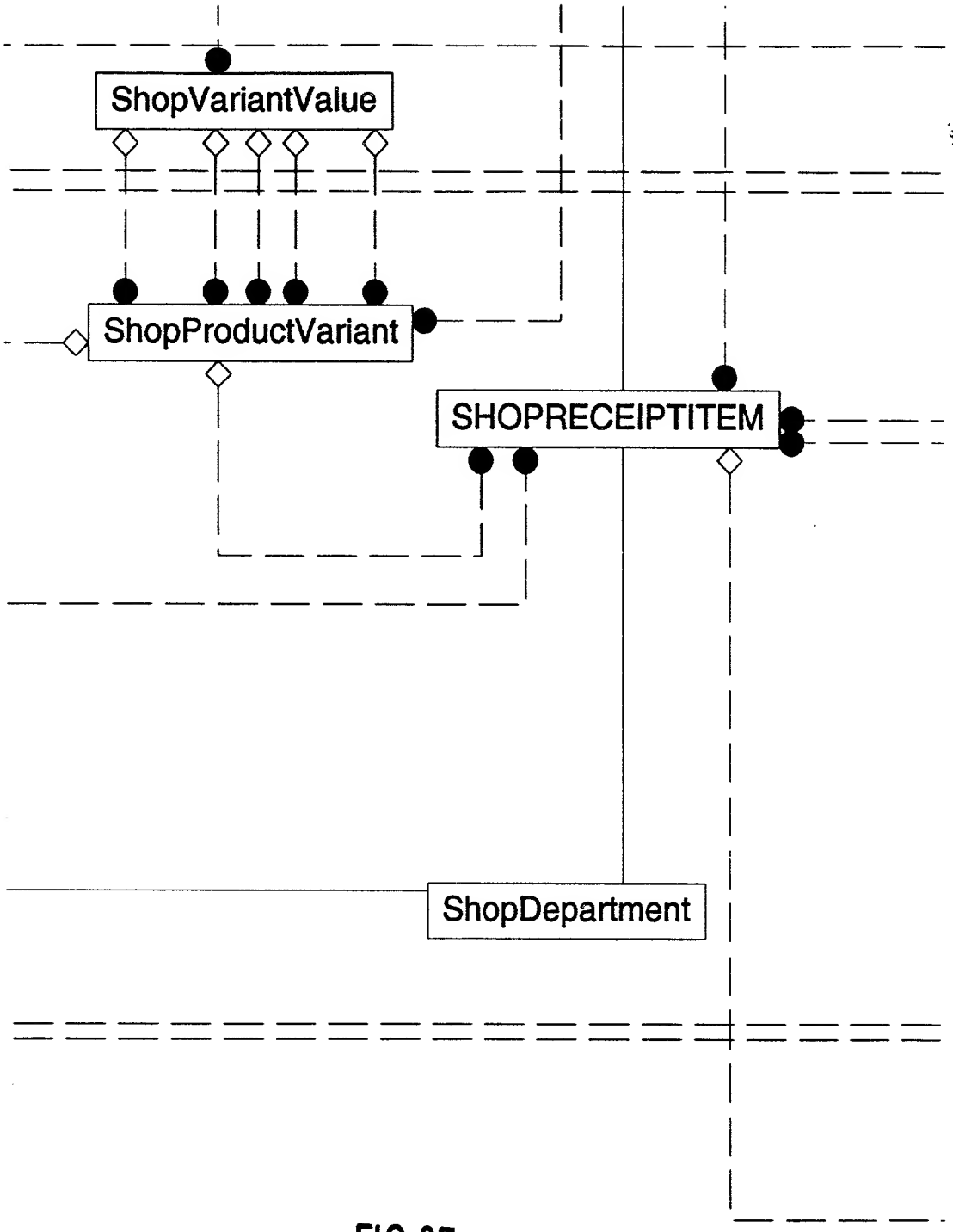

ShopVariantValue
ShopProductVariant
SHOPRECEIPTITEM
ShopDepartment

FIG.9E

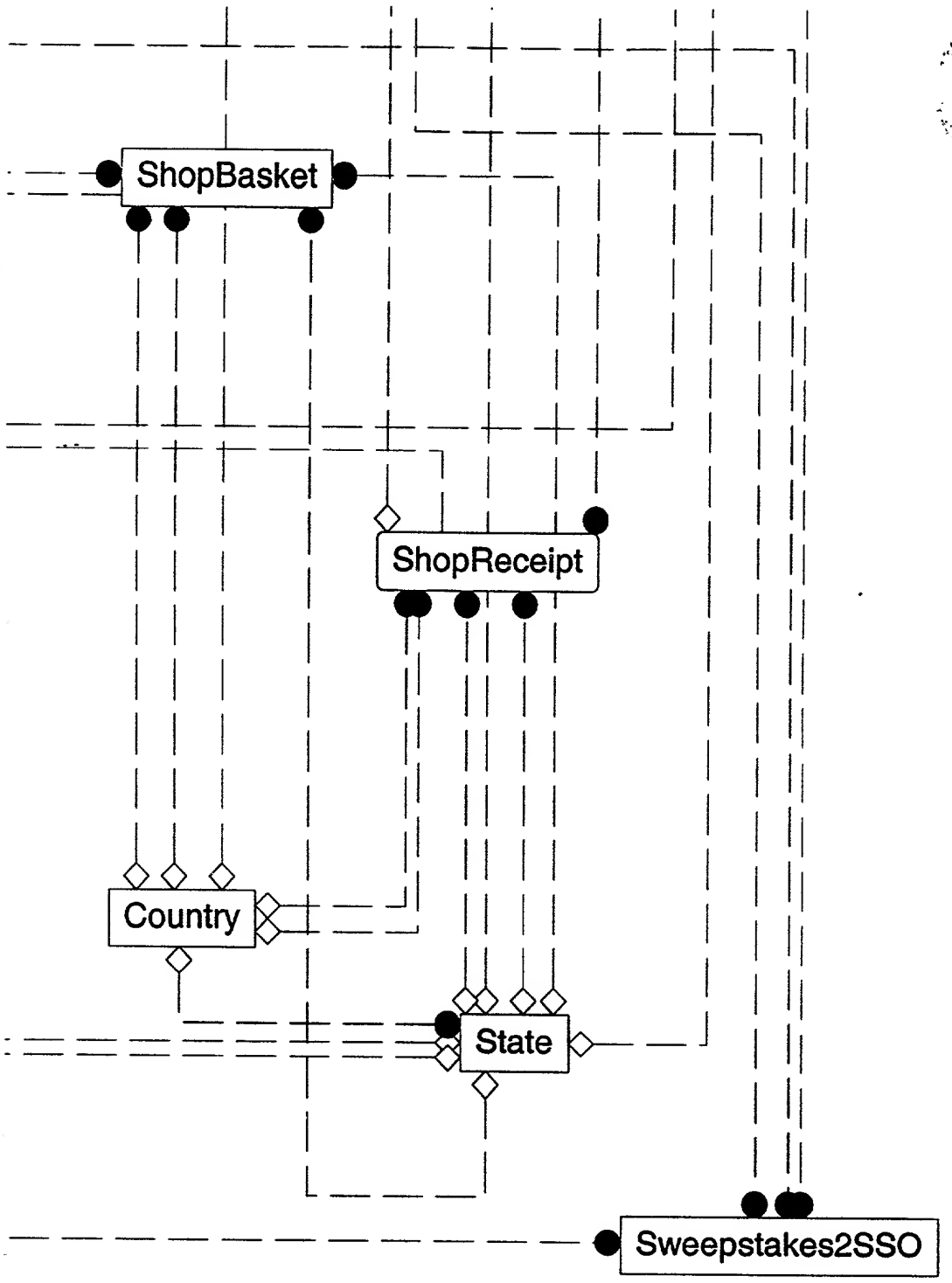


FIG.9F

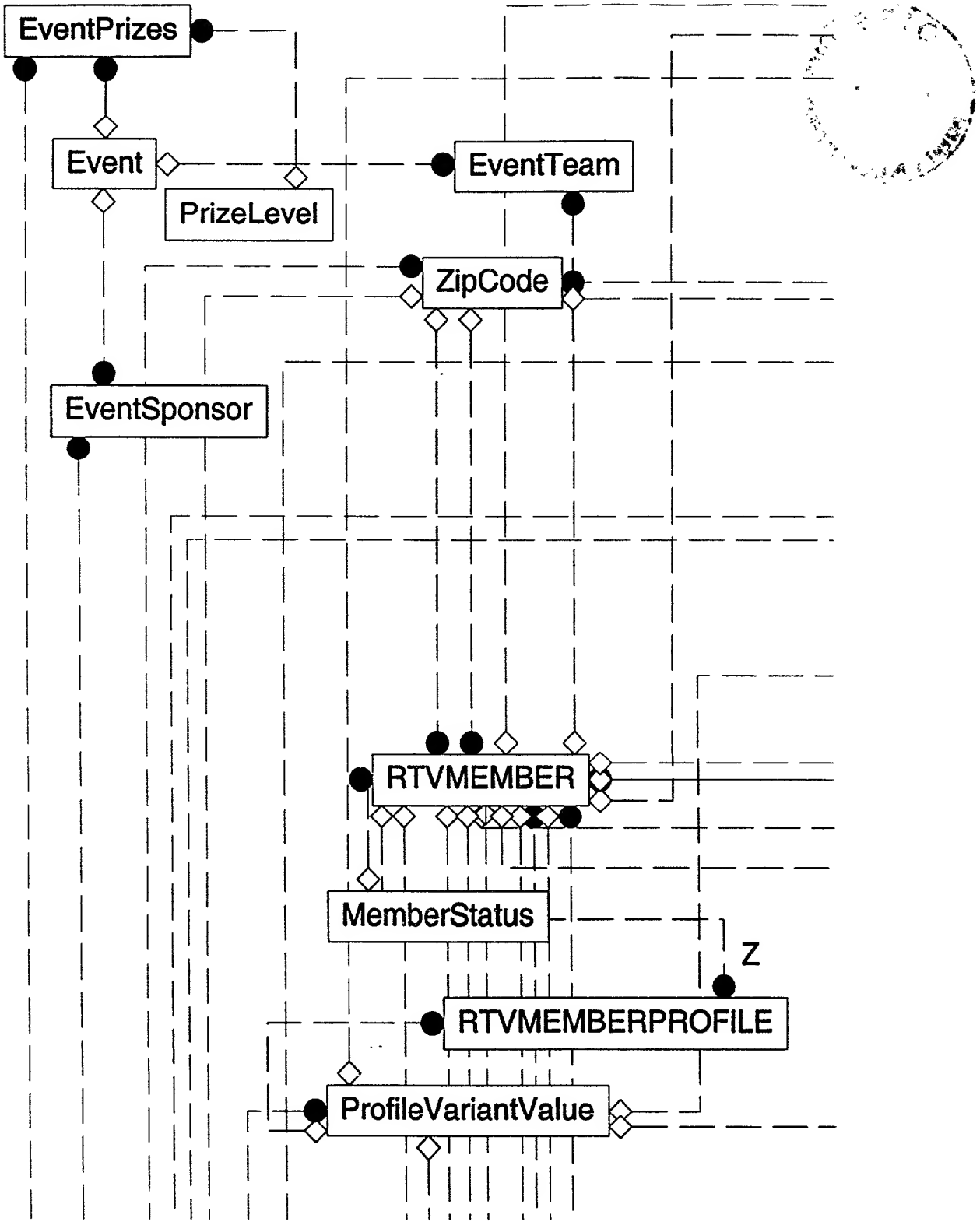

EventPrizes
Event
PrizeLevel
EventTeam
ZipCode
EventSponsor
RTVMEMBER
MemberStatus
Z
RTVMEMBERPROFILE
ProfileVariantValue

FIG.10A(I)

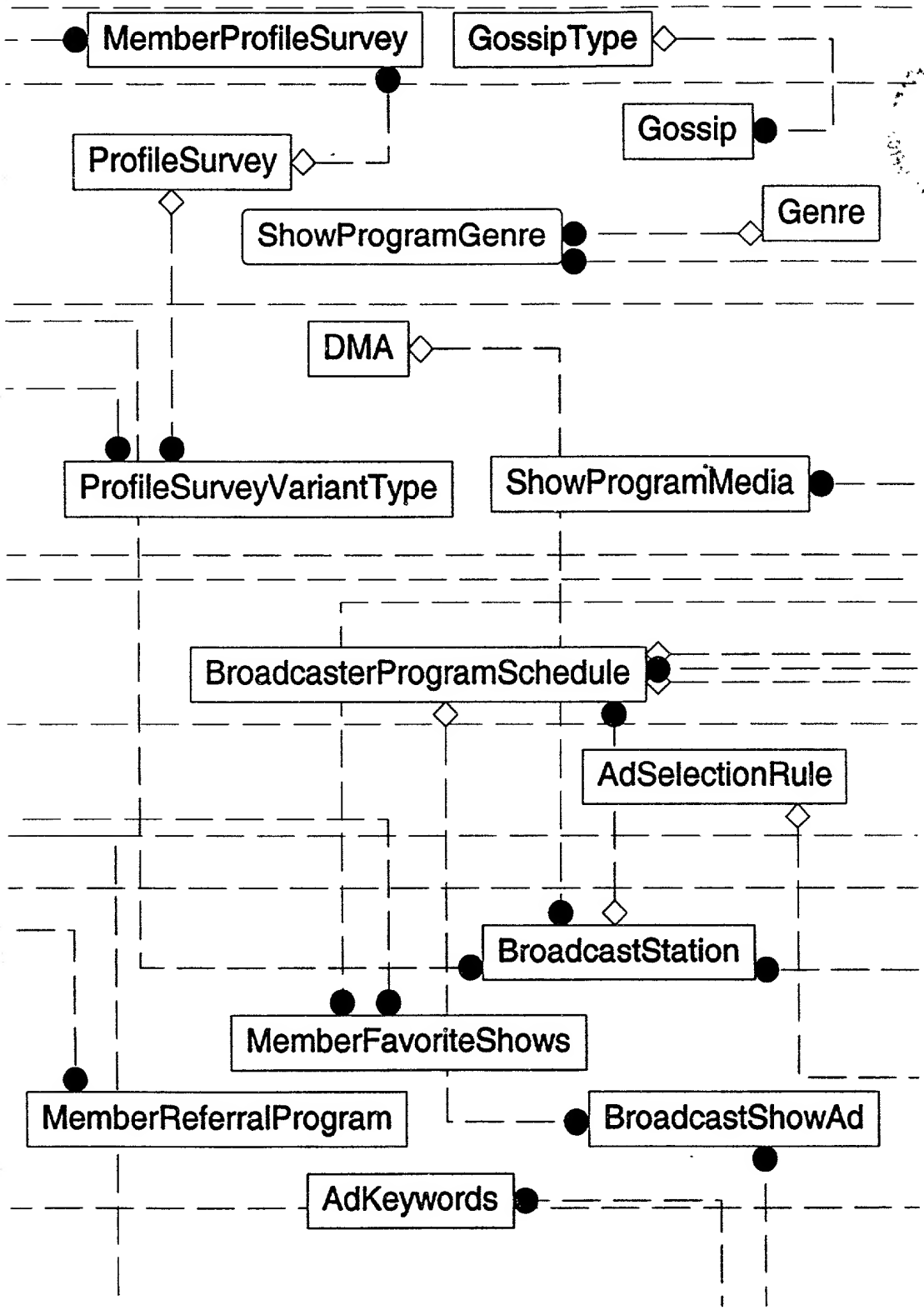

MemberProfileSurvey
GossipType
Gossip
ProfileSurvey
Genre
ShowProgramGenre
DMA
ProfileSurveyVariantType
ShowProgramMedia
BroadcasterProgramSchedule
AdSelectionRule
BroadcastStation
MemberFavoriteShows
MemberReferralProgram
BroadcastShowAd
AdKeywords

FIG.10A(ii)

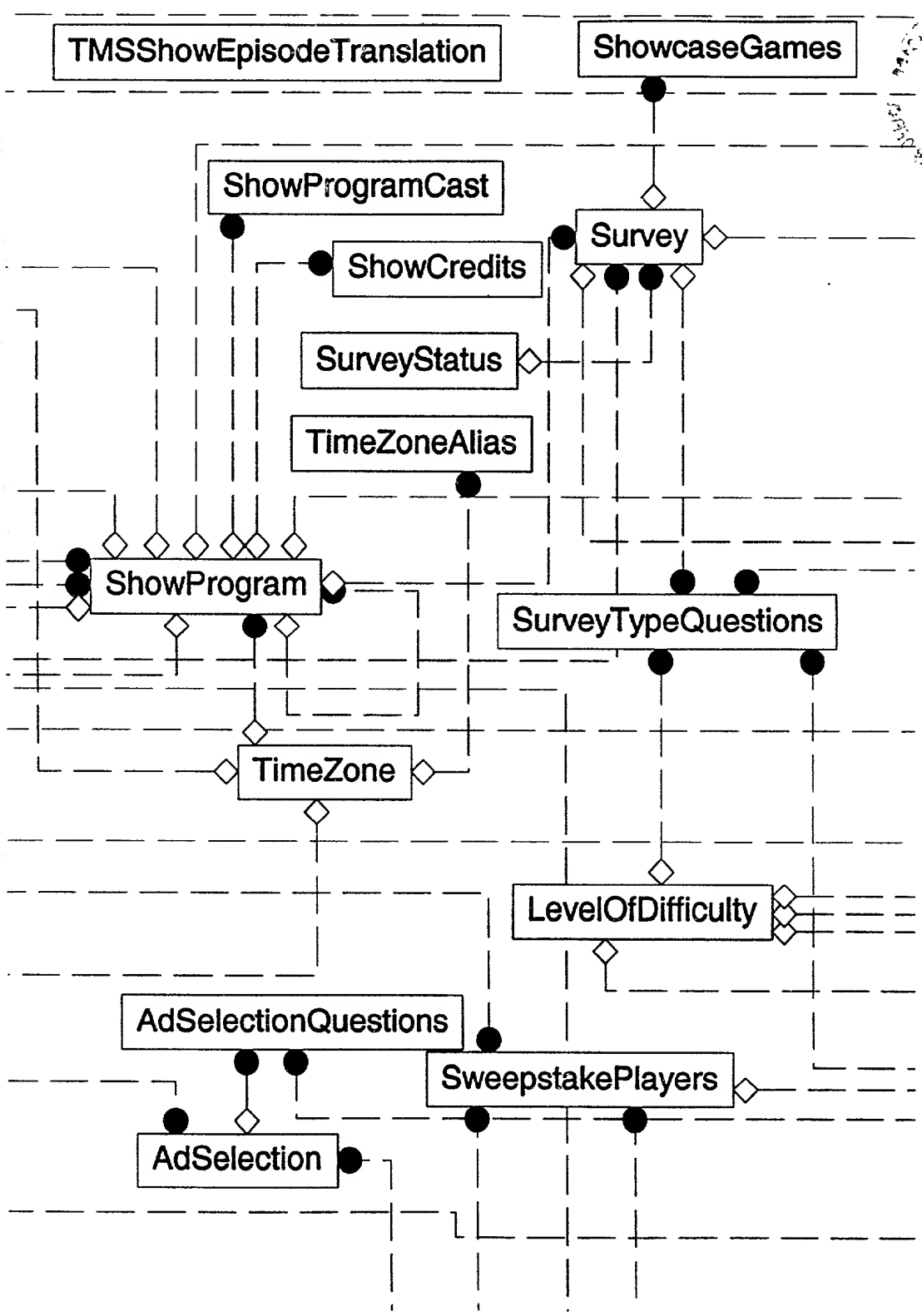

TMSShowEpisodeTranslation
ShowcaseGames
ShowProgramCast
Survey
ShowCredits
SurveyStatus
TimeZoneAlias
ShowProgram
SurveyTypeQuestions
TimeZone
LevelOfDifficulty
AdSelectionQuestions
SweepstakePlayers
AdSelection

FIG.10A(iii)

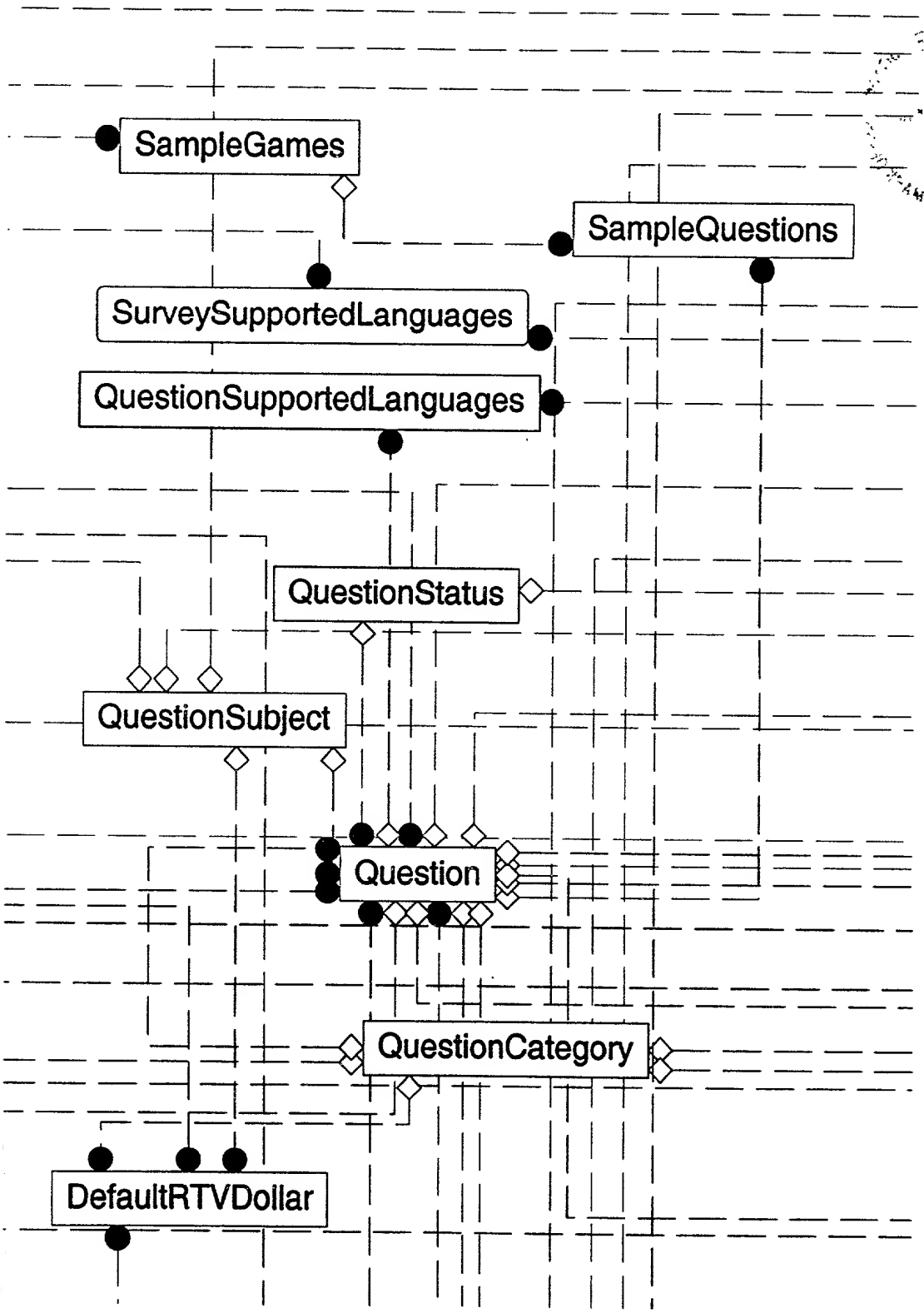

SampleGames
SampleQuestions
SurveySupportedLanguages
QuestionSupportedLanguages
QuestionStatus
QuestionSubject
Question
QuestionCategory
DefaultRTVDollar

FIG.10A(iv)

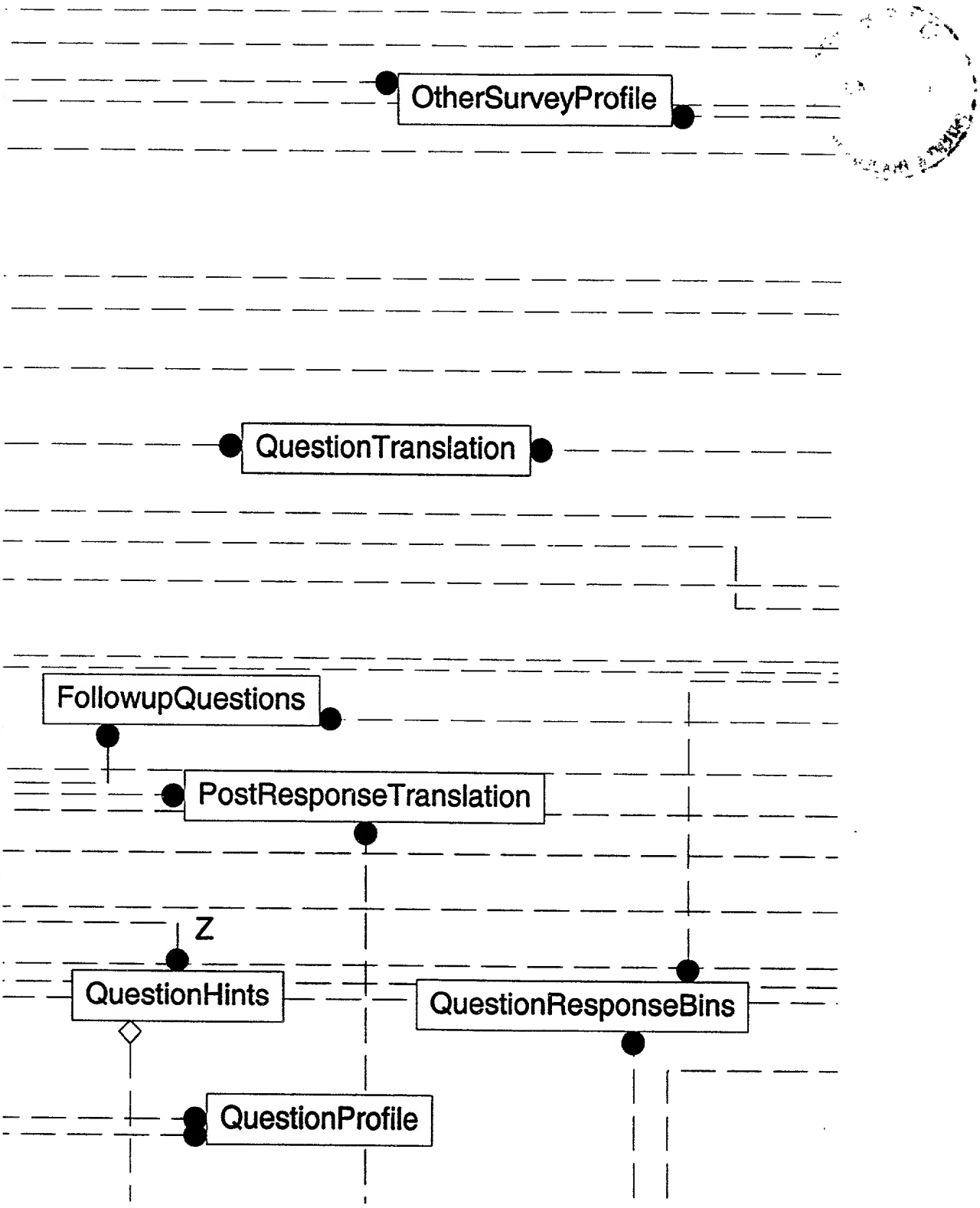

OtherSurveyProfile
QuestionTranslation
FollowupQuestions
PostResponseTranslation
Z
QuestionHints
QuestionResponseBins
QuestionProfile

FIG.10A(v)

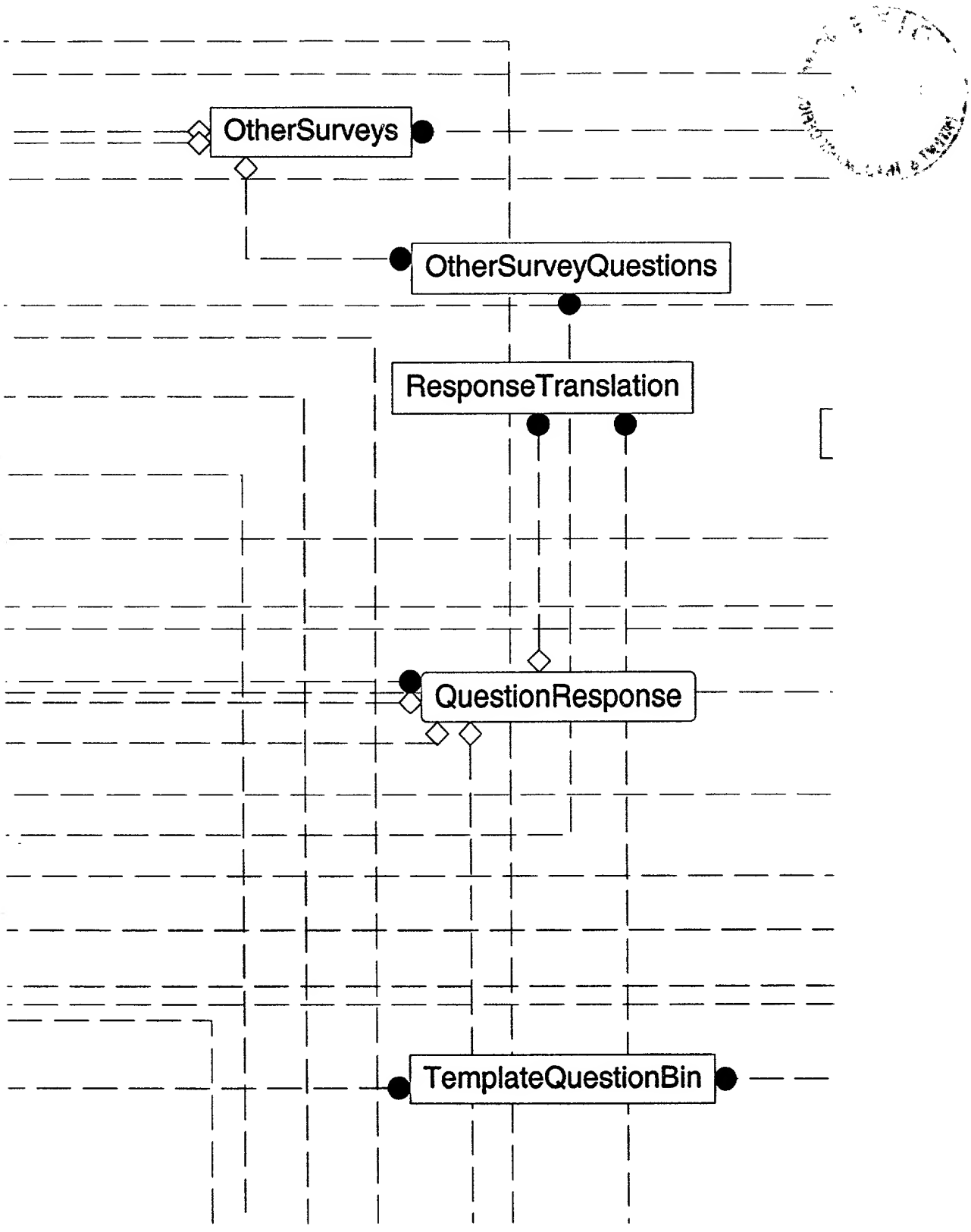

OtherSurveys
OtherSurveyQuestions
ResponseTranslation
QuestionResponse
TemplateQuestionBin

FIG.10A(vi)

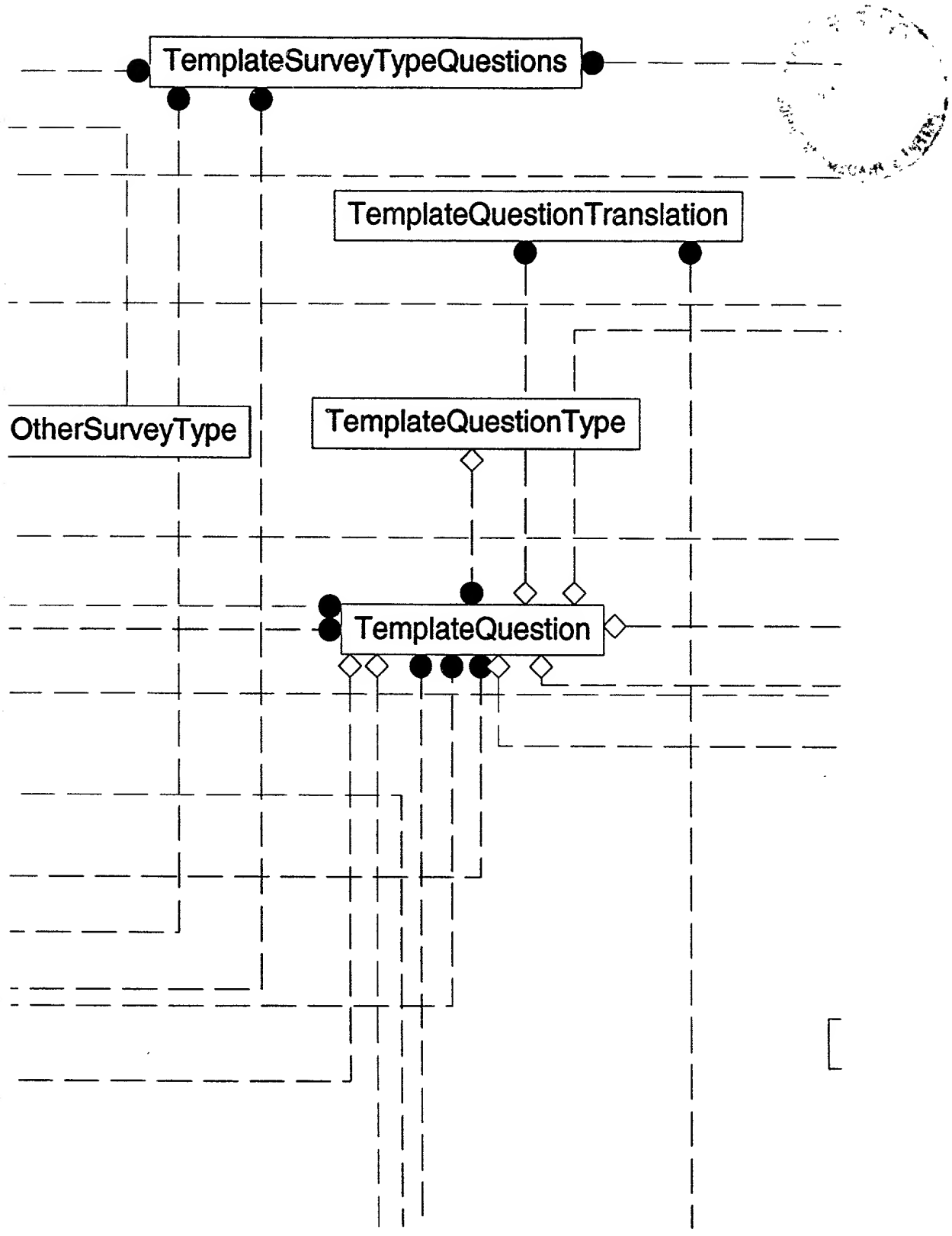

TemplateSurveyTypeQuestions
TemplateQuestionTranslation
OtherSurveyType
TemplateQuestionType
TemplateQuestion

FIG.10A(vii)

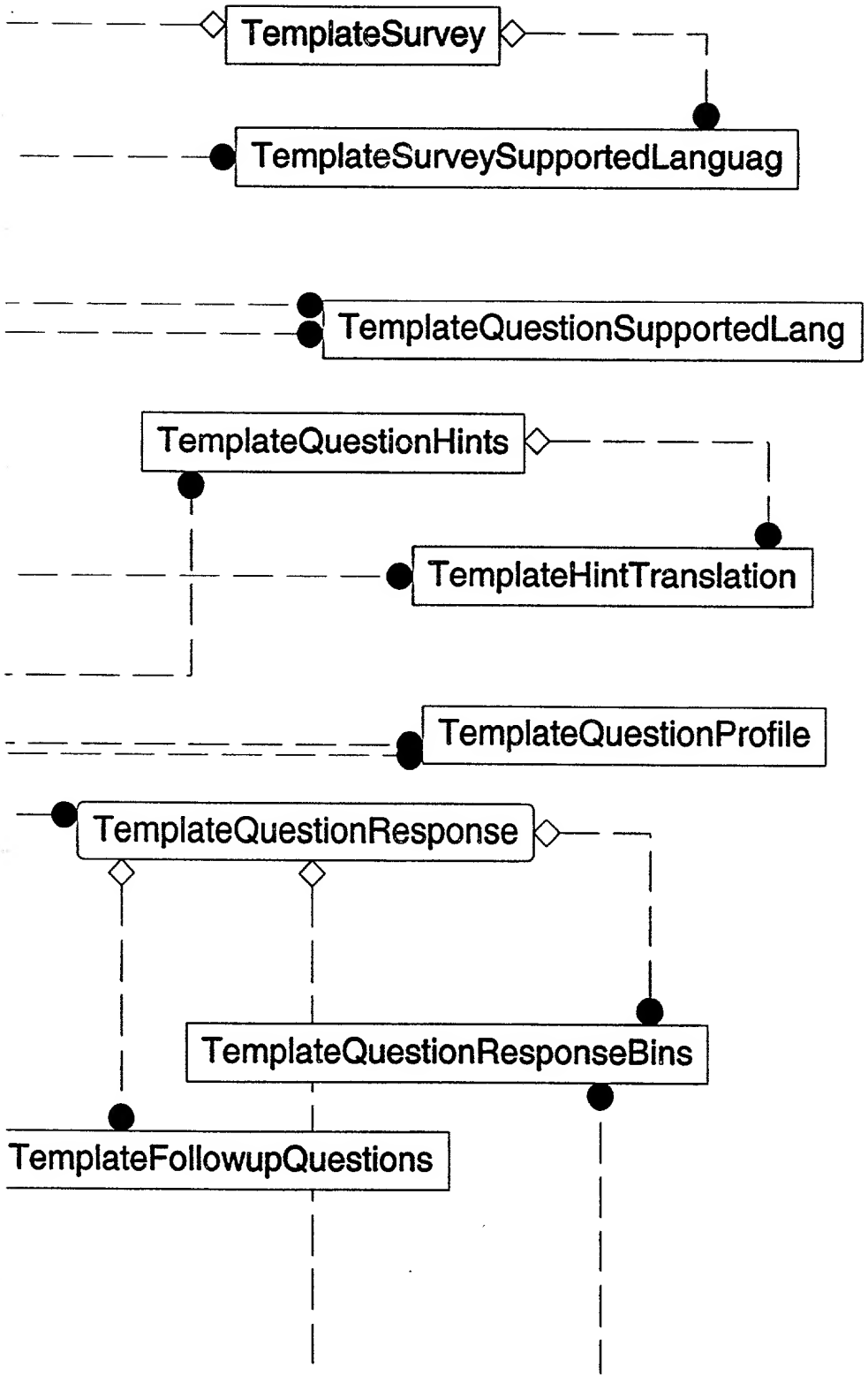

TemplateSurvey
TemplateSurveySupportedLanguag
TemplateQuestionSupportedLang
TemplateQuestionHints
TemplateHintTranslation
TemplateQuestionProfile
TemplateQuestionResponse
TemplateQuestionResponseBins
TemplateFollowupQuestions

FIG.10A(viii)

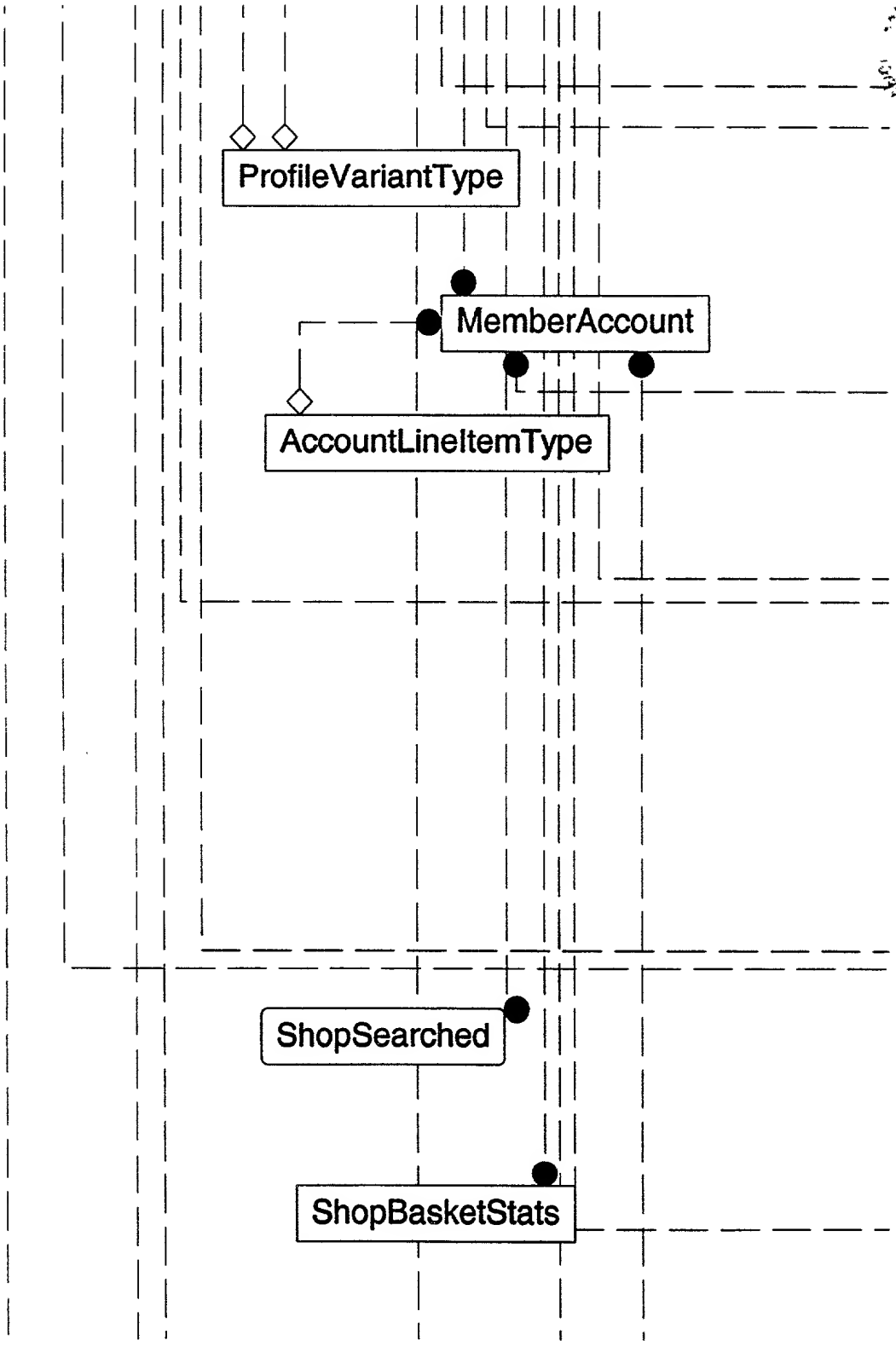

ProfileVariantType
MemberAccount
AccountLineItemType
ShopSearched
ShopBasketStats

FIG.10B(i)

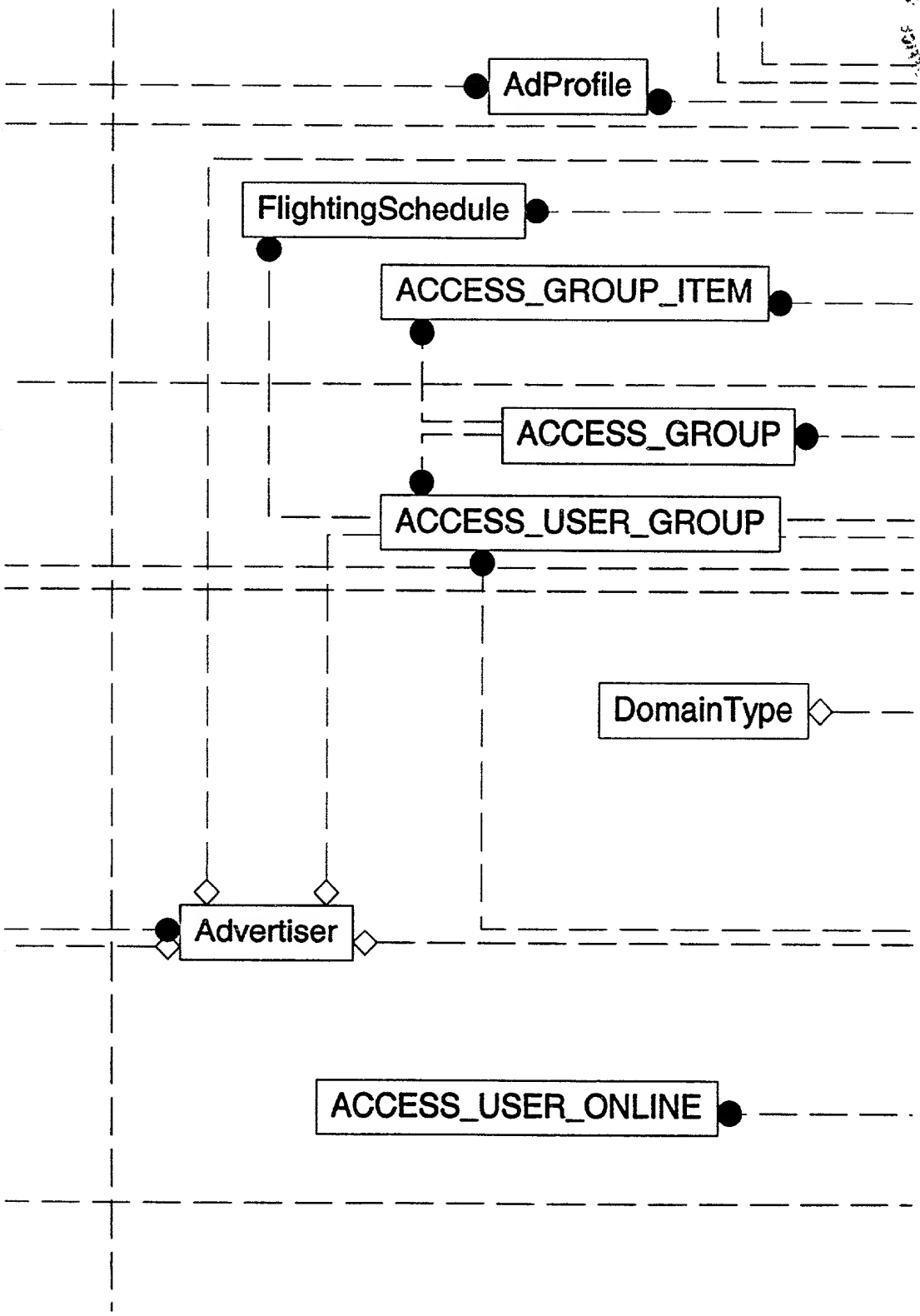

AdProfile
FlightingSchedule
ACCESS_GROUP_ITEM
ACCESS_GROUP
ACCESS_USER_GROUP
DomainType
Advertiser
ACCESS_USER_ONLINE

FIG.10B(ii)

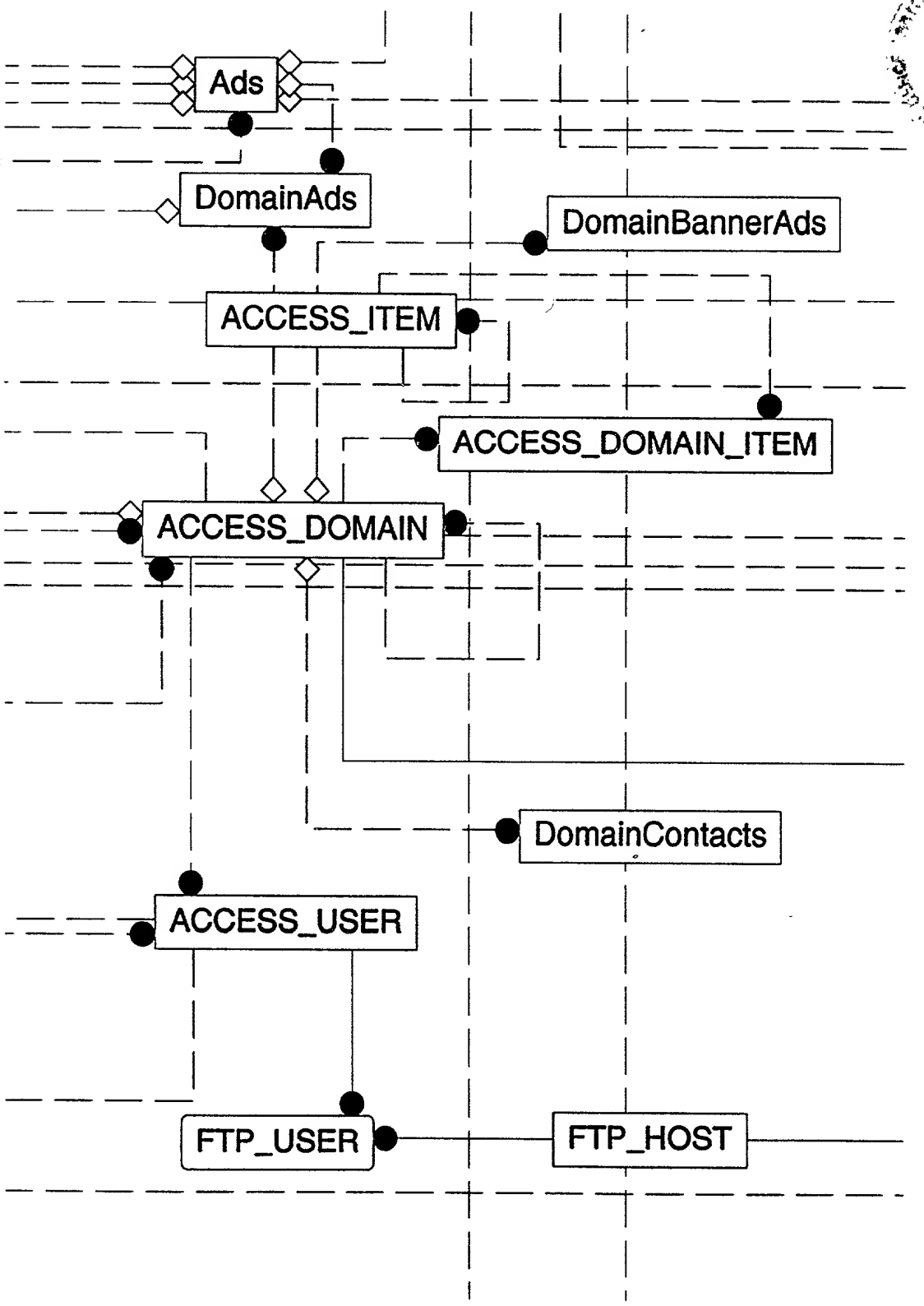

Ads
DomainAds
DomainBannerAds
ACCESS_ITEM
ACCESS_DOMAIN_ITEM
ACCESS_DOMAIN
DomainContacts
ACCESS_USER
FTP_USER
FTP_HOST

FIG.10B(iii)

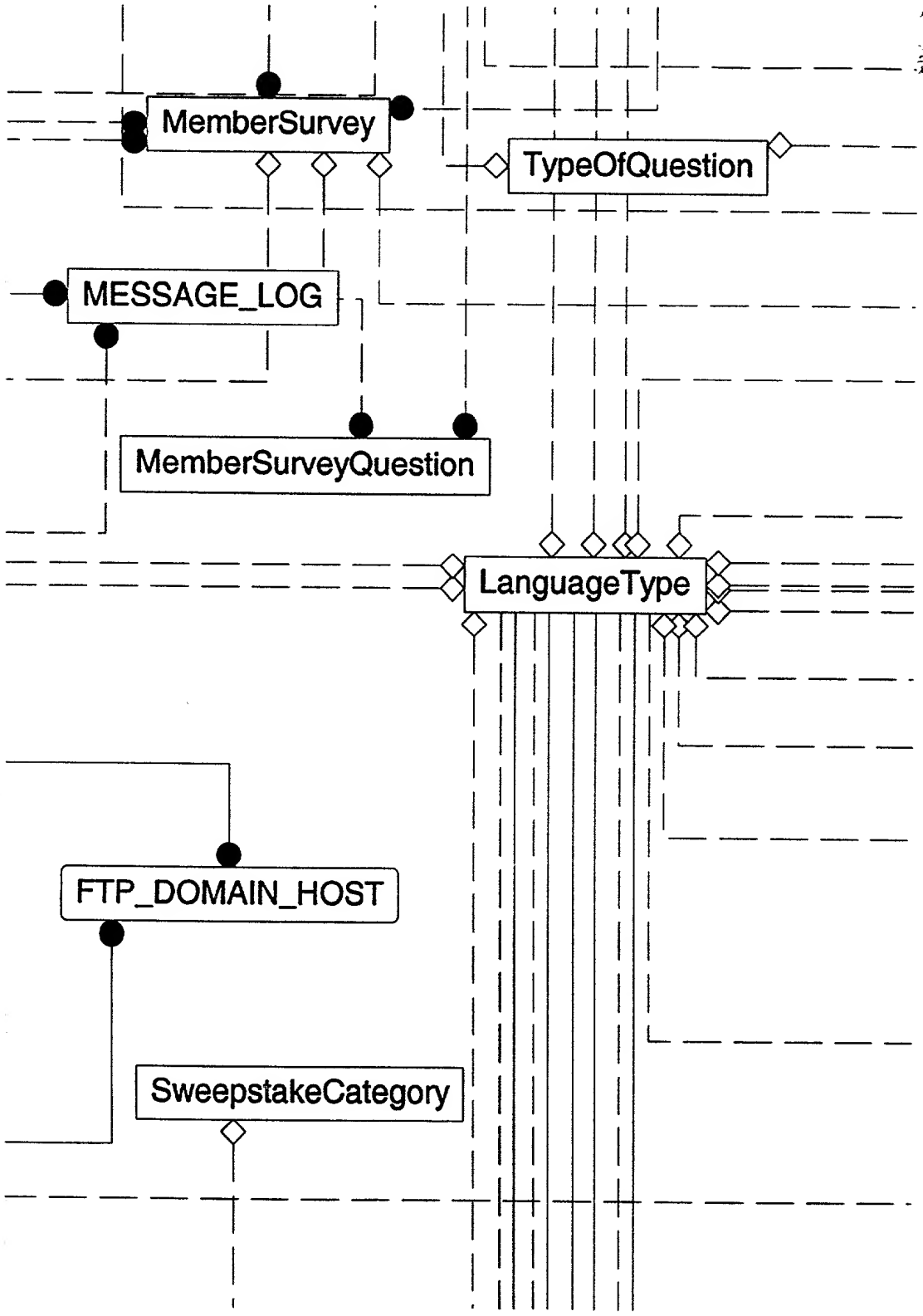

MemberSurvey
TypeOfQuestion
MESSAGE_LOG
MemberSurveyQuestion
LanguageType
FTP_DOMAIN_HOST
SweepstakeCategory

FIG.10B(iv)

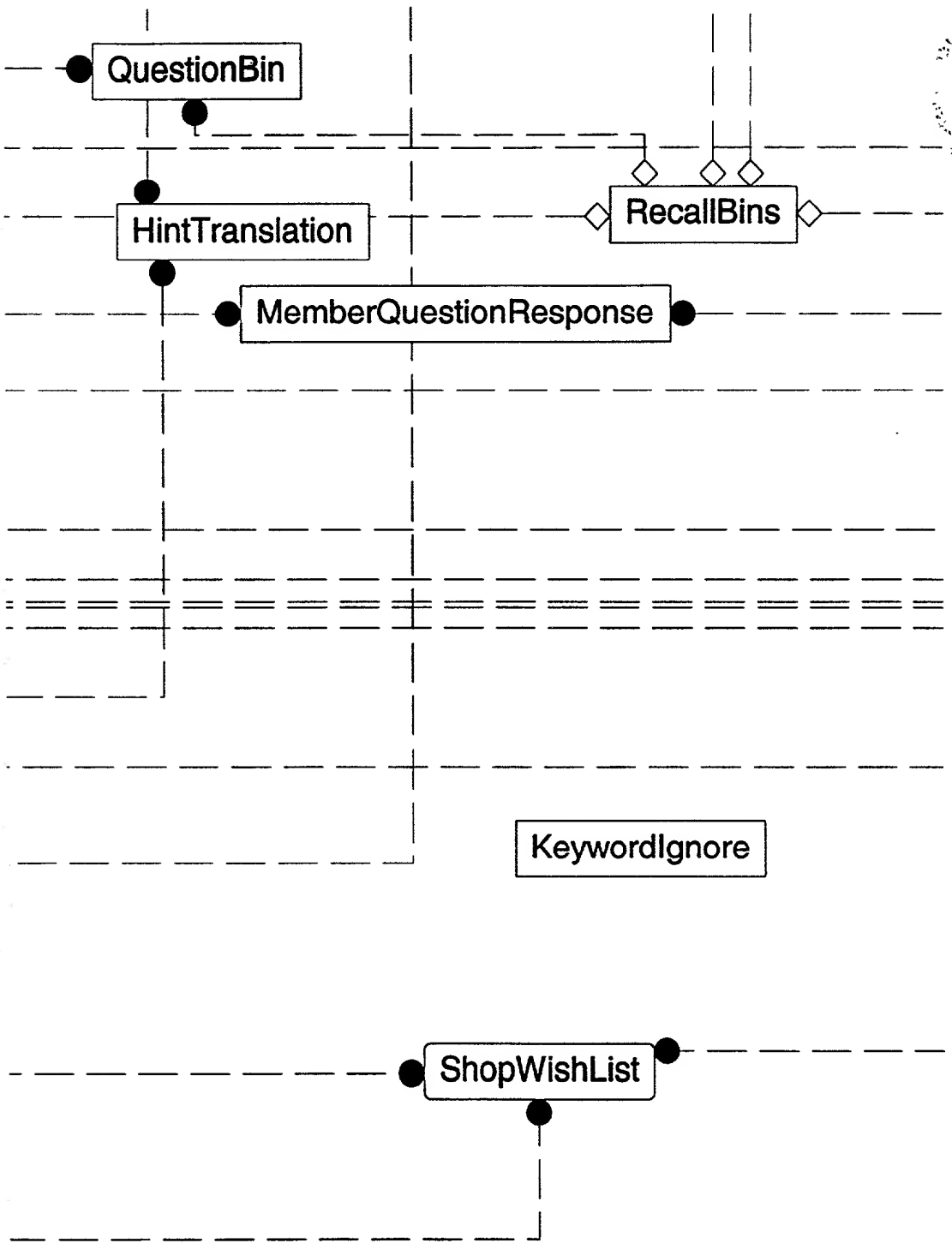

QuestionBin
HintTranslation
RecallBins
MemberQuestionResponse
KeywordIgnore
ShopWishList

FIG.10B(v)

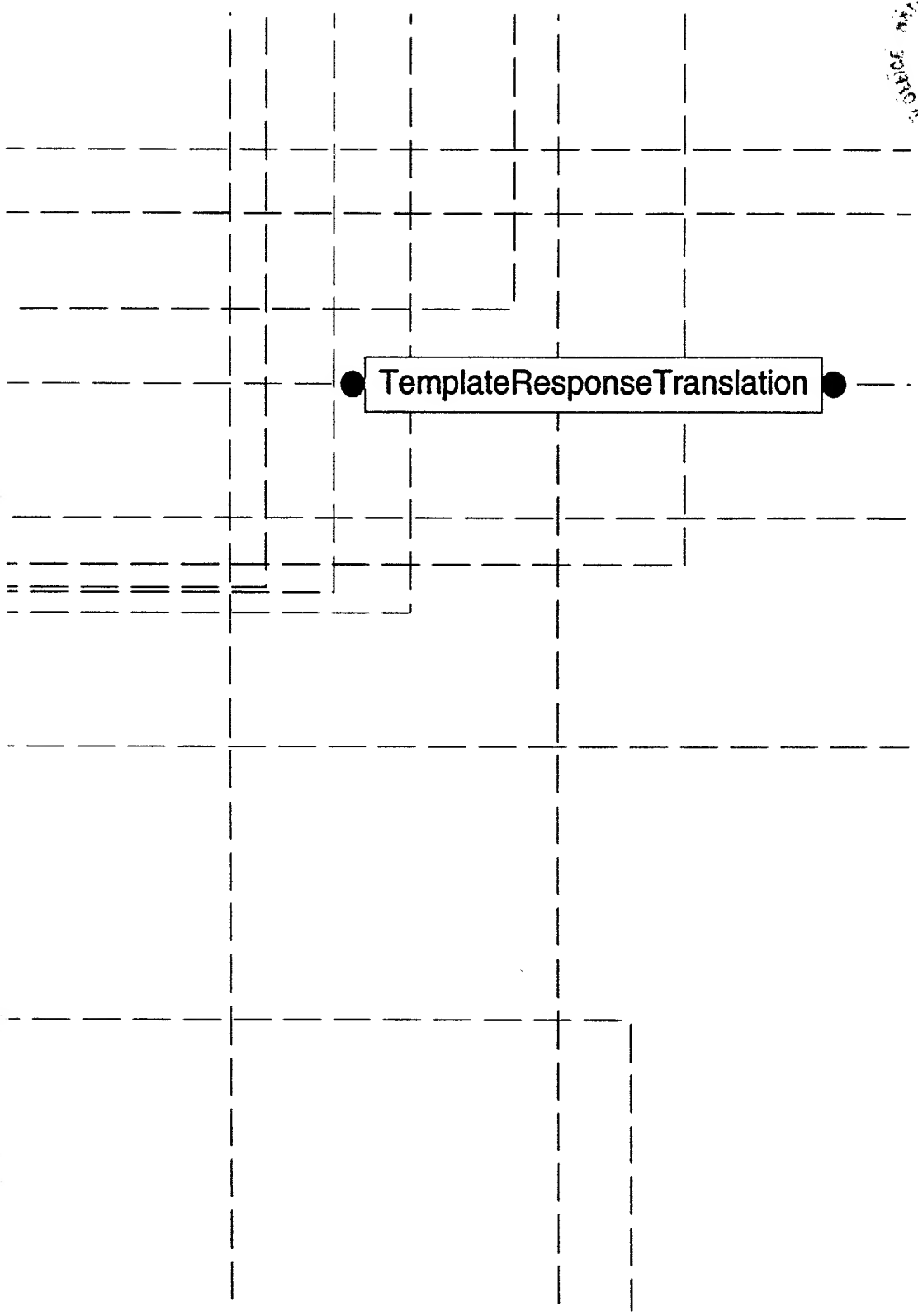


FIG.10B(vi)

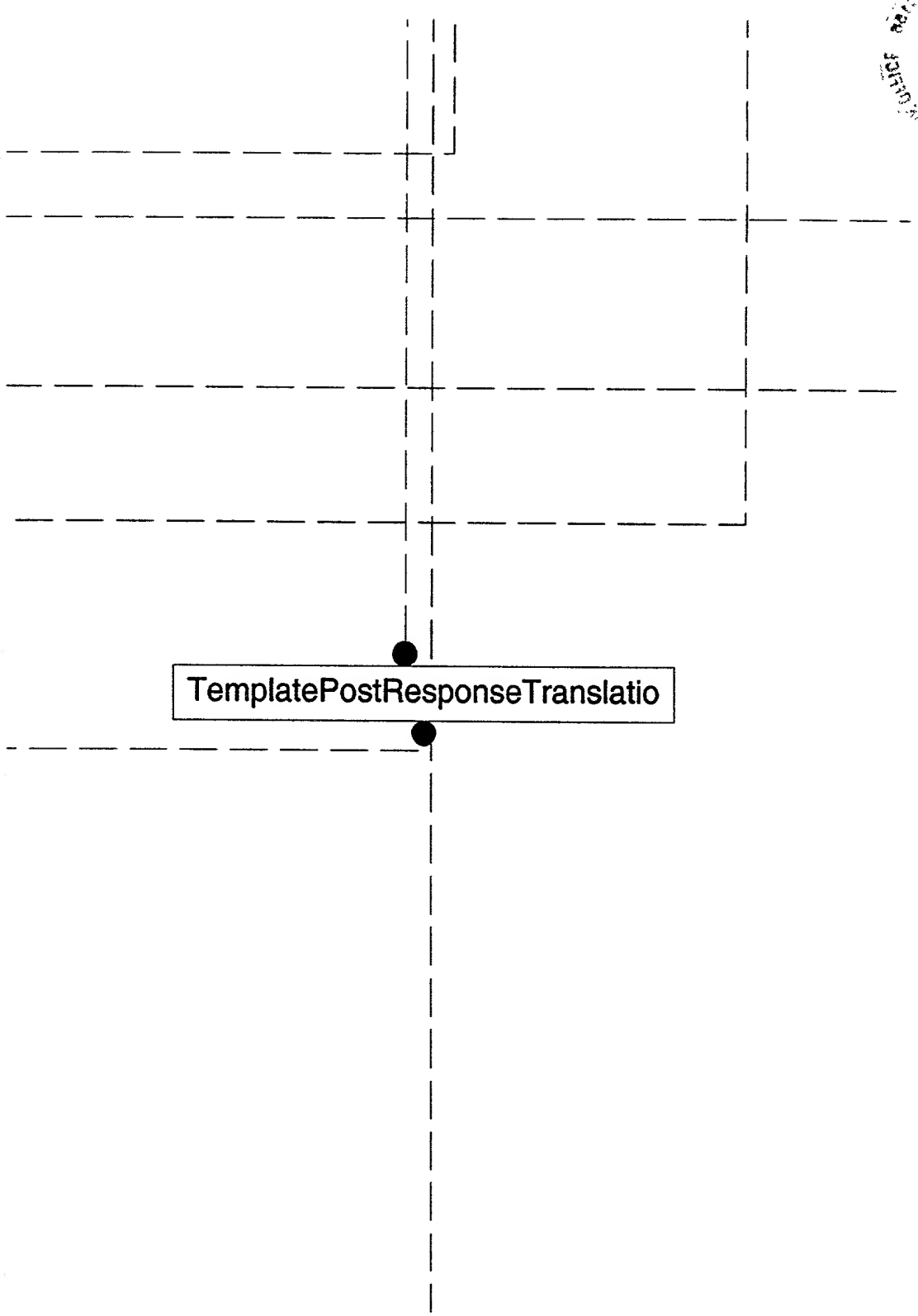


FIG.10B(vii)

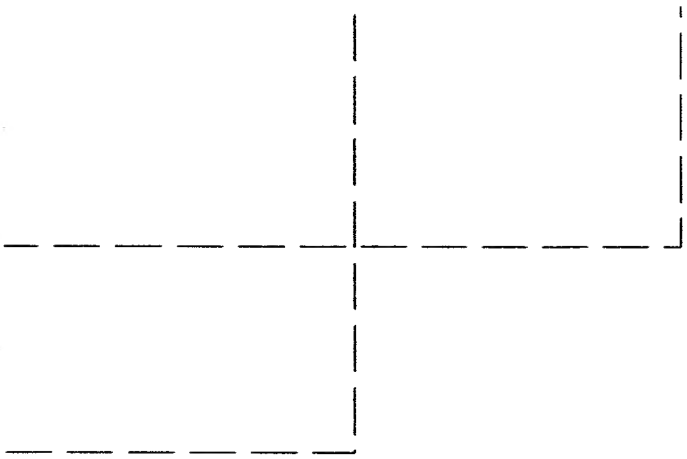


FIG.10B(viii)

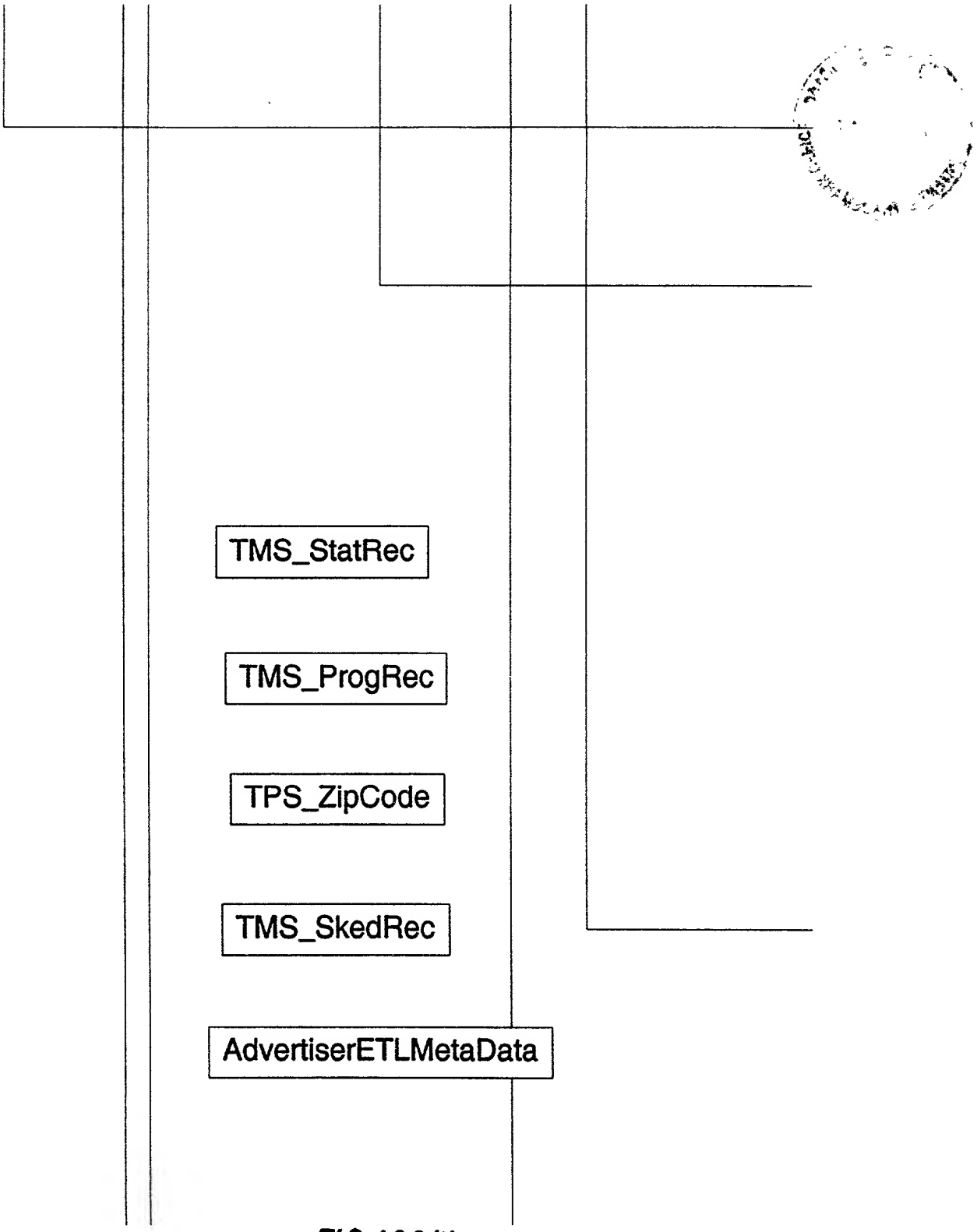

TMS_StatRec
TMS_ProgRec
TPS_ZipCode
TMS_SkedRec
AdvertiserETLMetaData

FIG.10C(i)

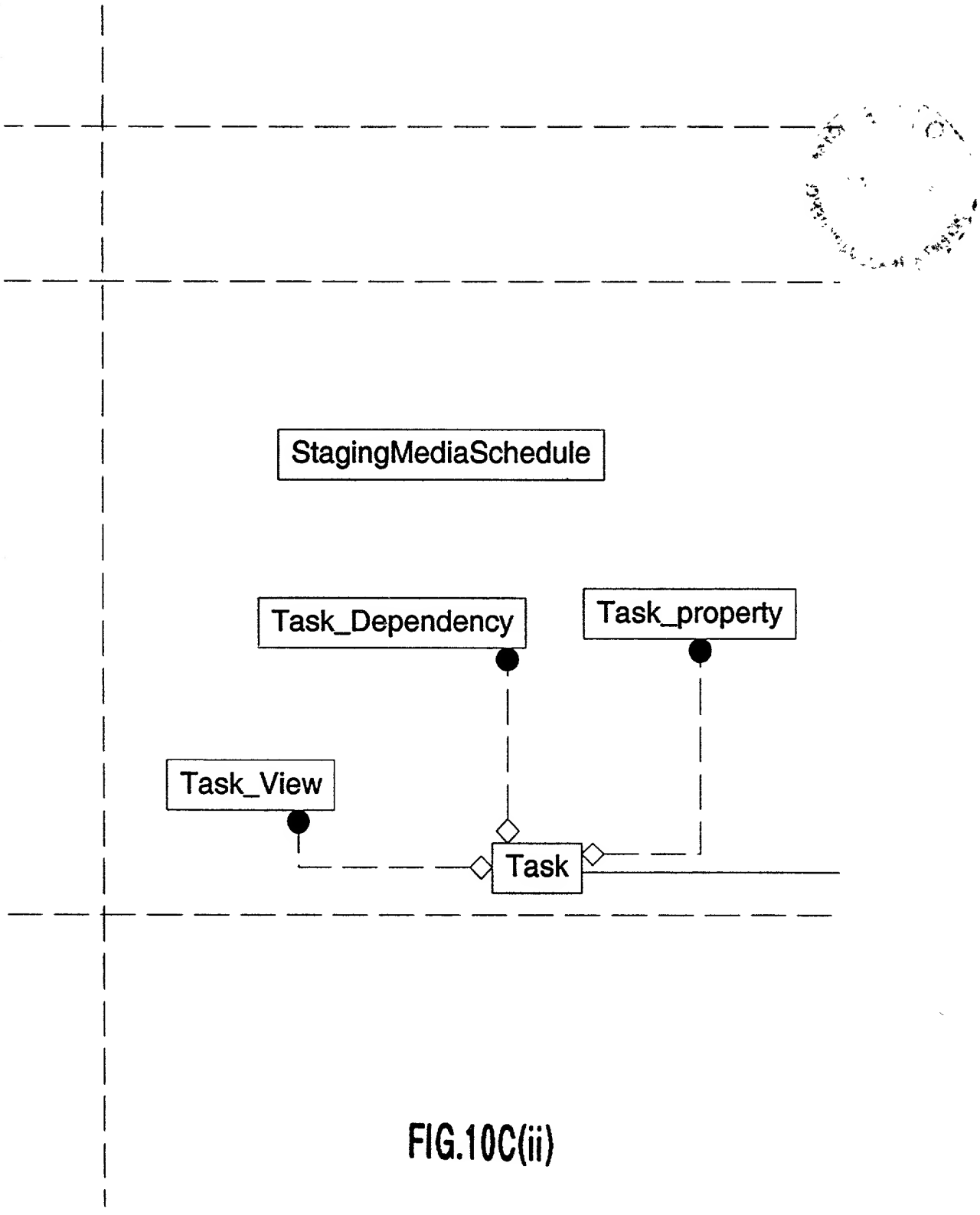

StagingMediaSchedule
Task_Dependency
Task_property
Task_View
Task

FIG.10C(ii)

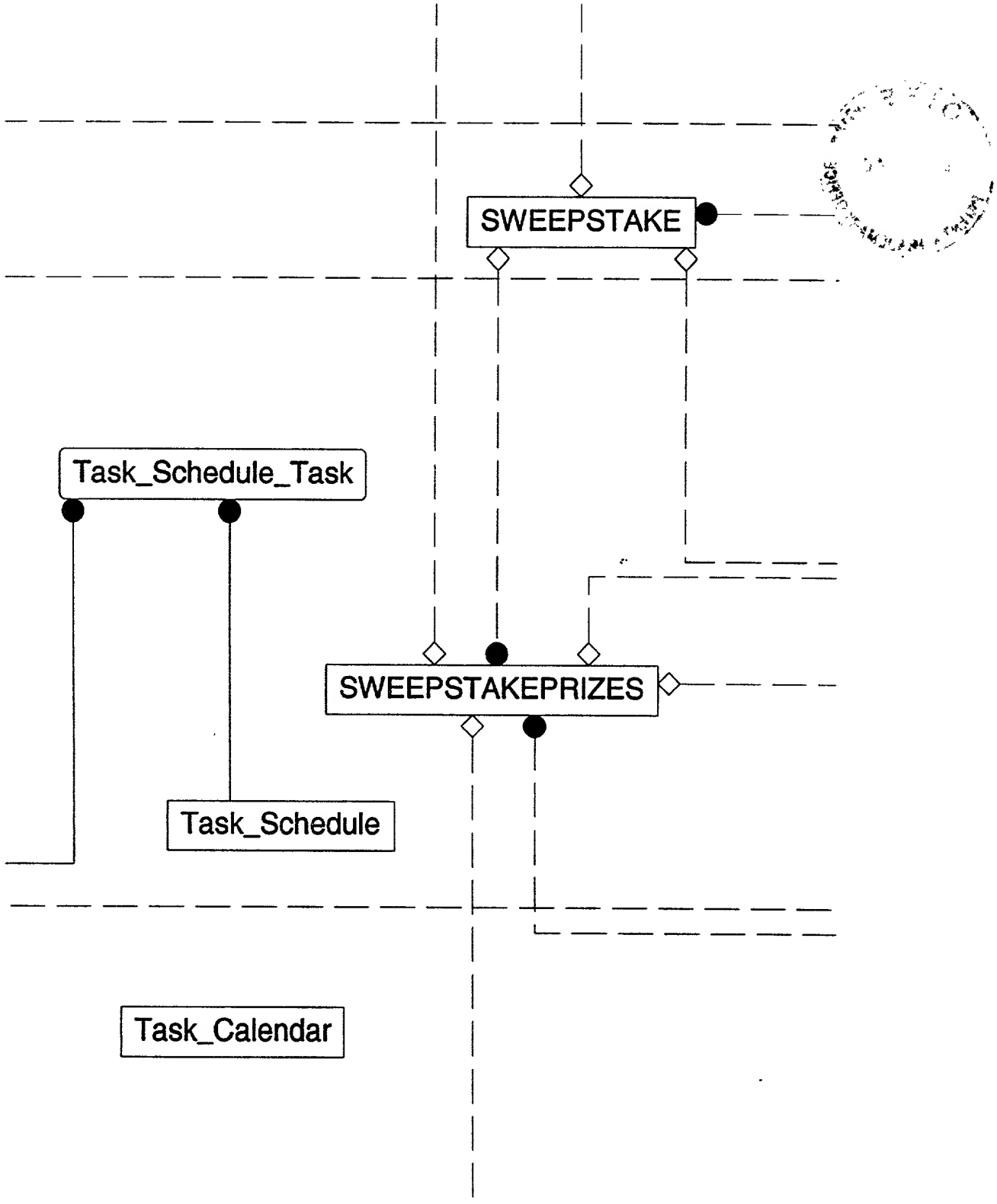

SWEEPSTAKE
Task_Schedule_Task
SWEEPSTAKEPRIZES
Task_Schedule
Task_Calendar

FIG.10C(iii)

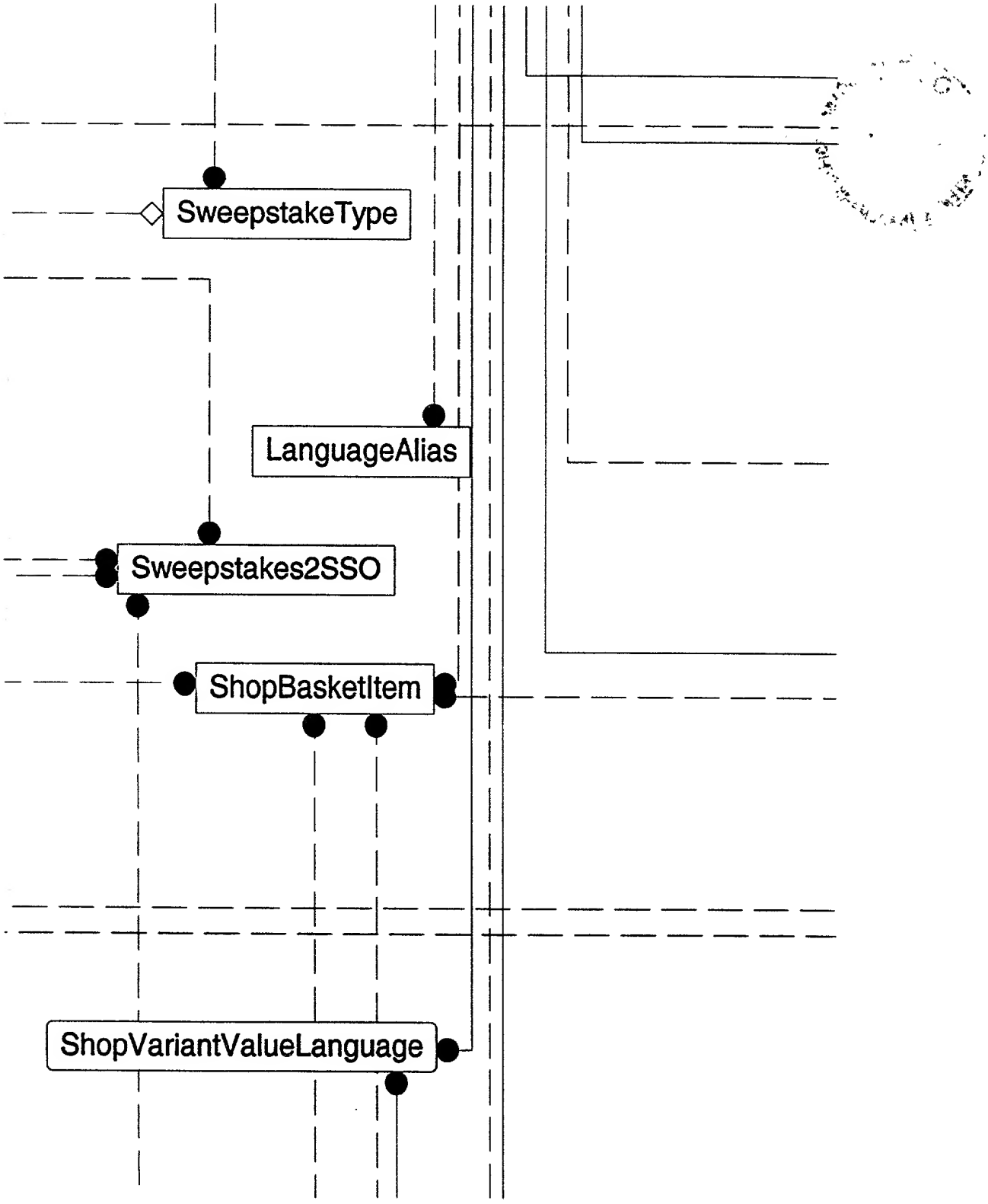

SweepstakeType
LanguageAlias
Sweepstakes2SSO
ShopBasketItem
ShopVariantValueLanguage

FIG.10C(iv)

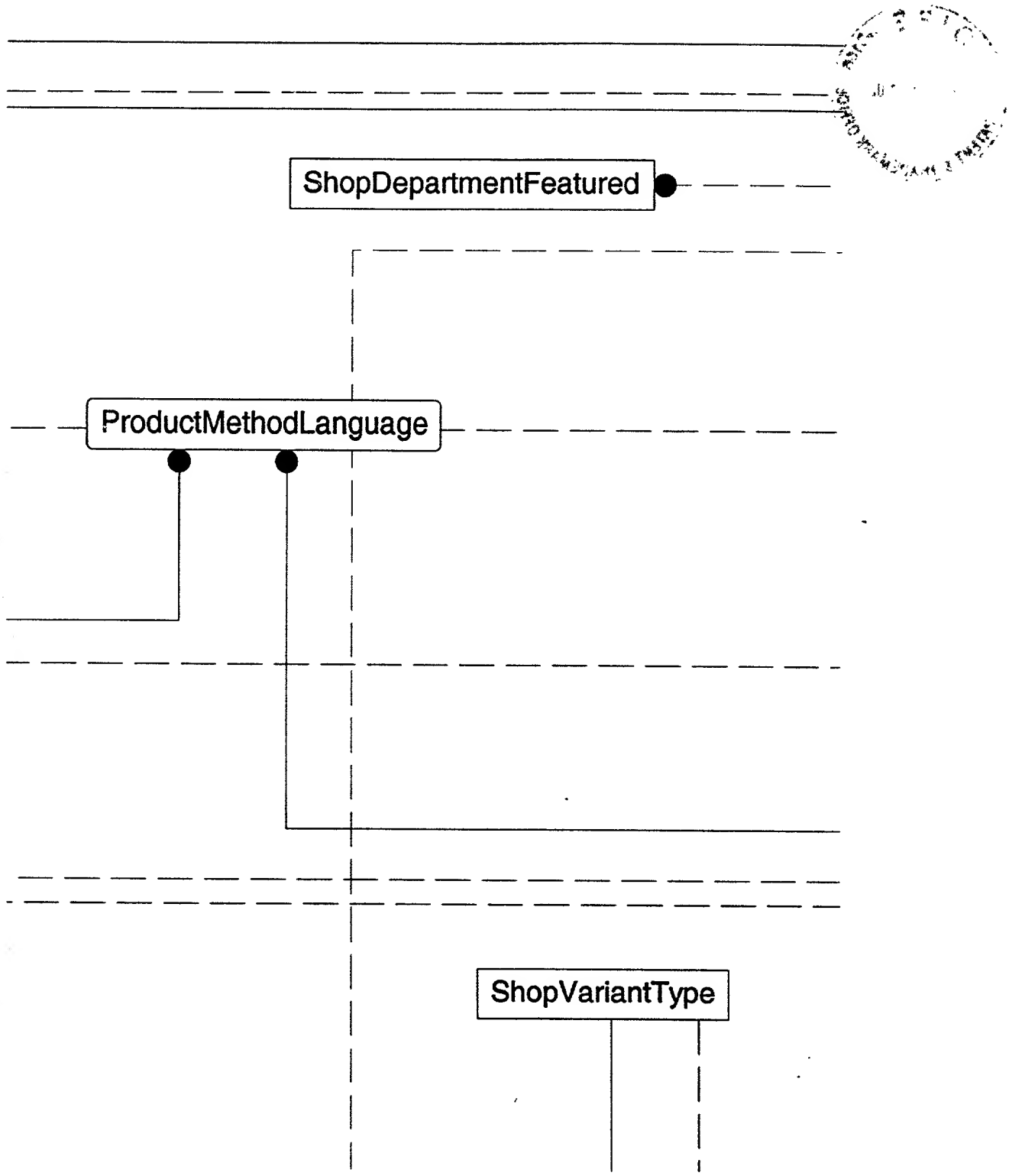

ShopDepartmentFeatured
ProductMethodLanguage
ShopVariantType

FIG.10C(v)

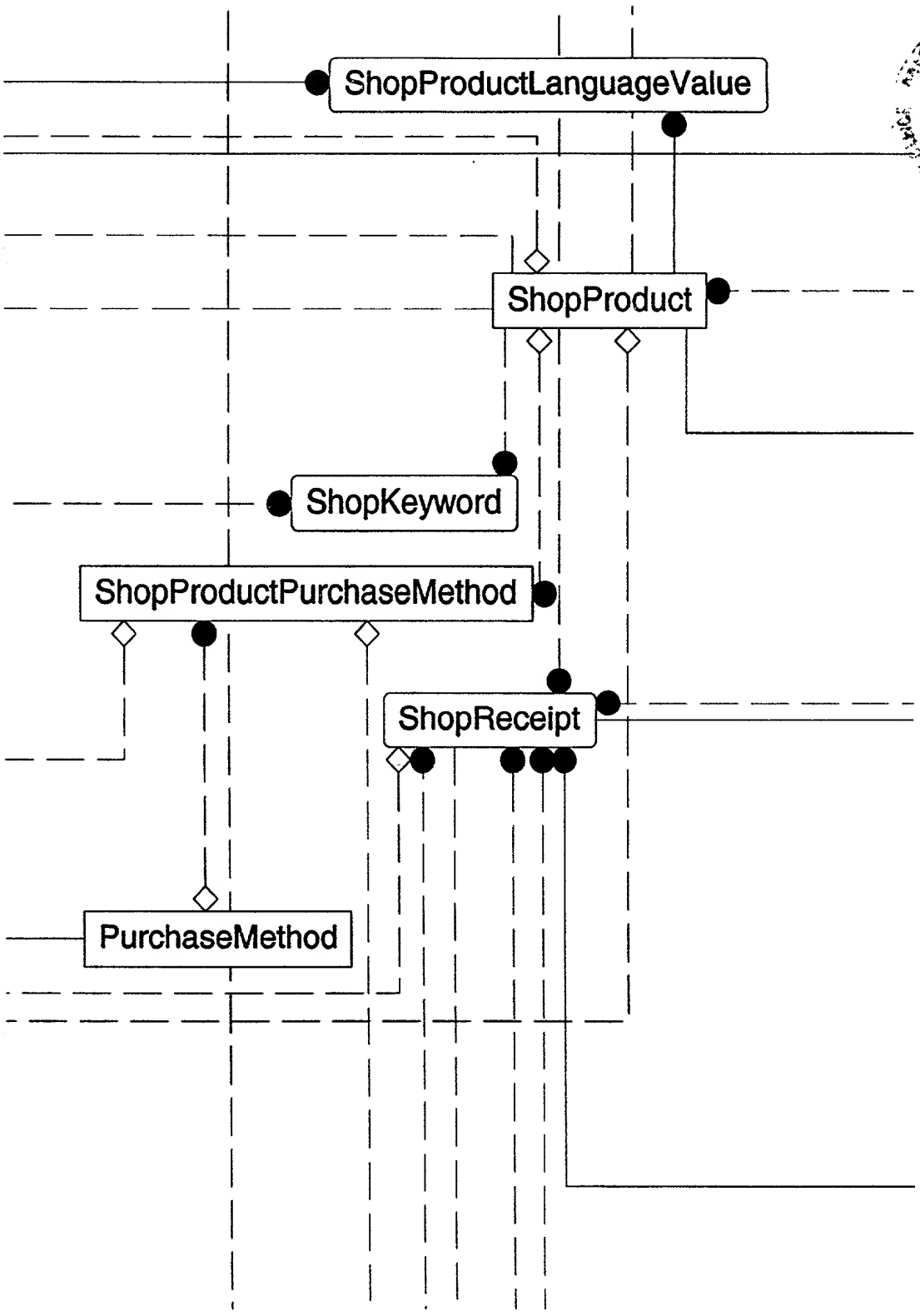

ShopProductLanguageValue
ShopProduct
ShopKeyword
ShopProductPurchaseMethod
ShopReceipt
PurchaseMethod

FIG.10C(vi)

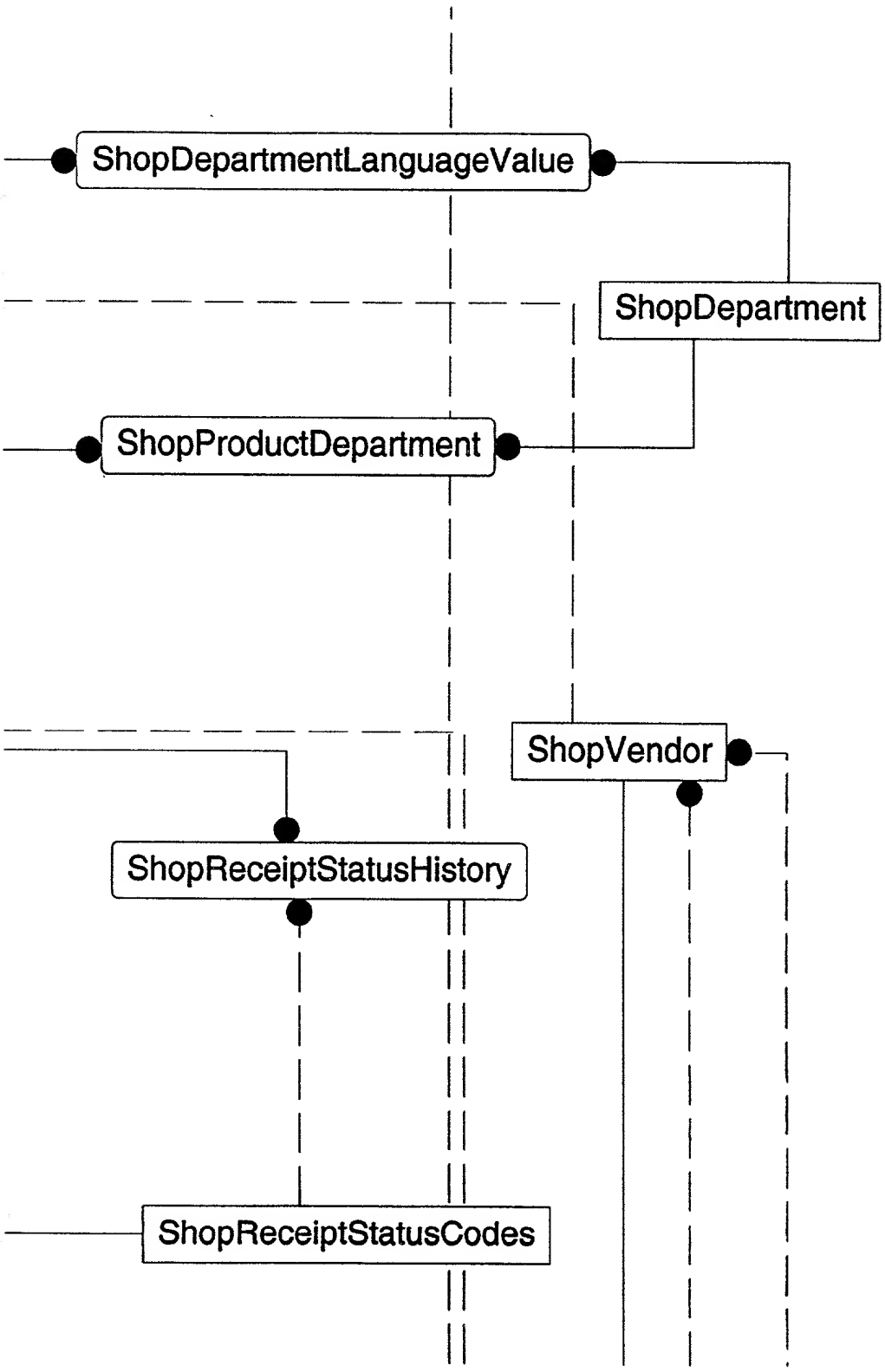

ShopDepartmentLanguageValue
ShopDepartment
ShopProductDepartment
ShopVendor
ShopReceiptStatusHistory
ShopReceiptStatusCodes

FIG.10C(vii)

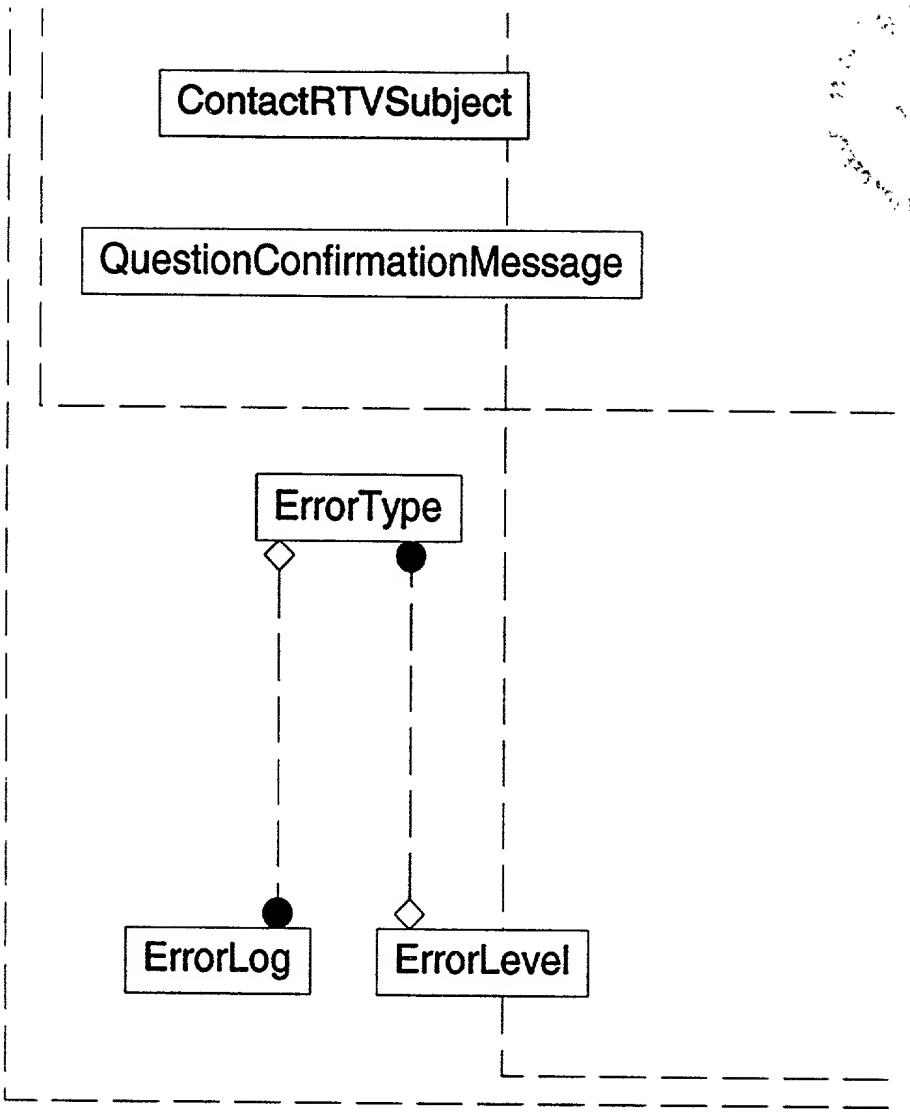

ContactRTVSubject
QuestionConfirmationMessage
ErrorType
ErrorLog
ErrorLevel

FIG.10D(i)

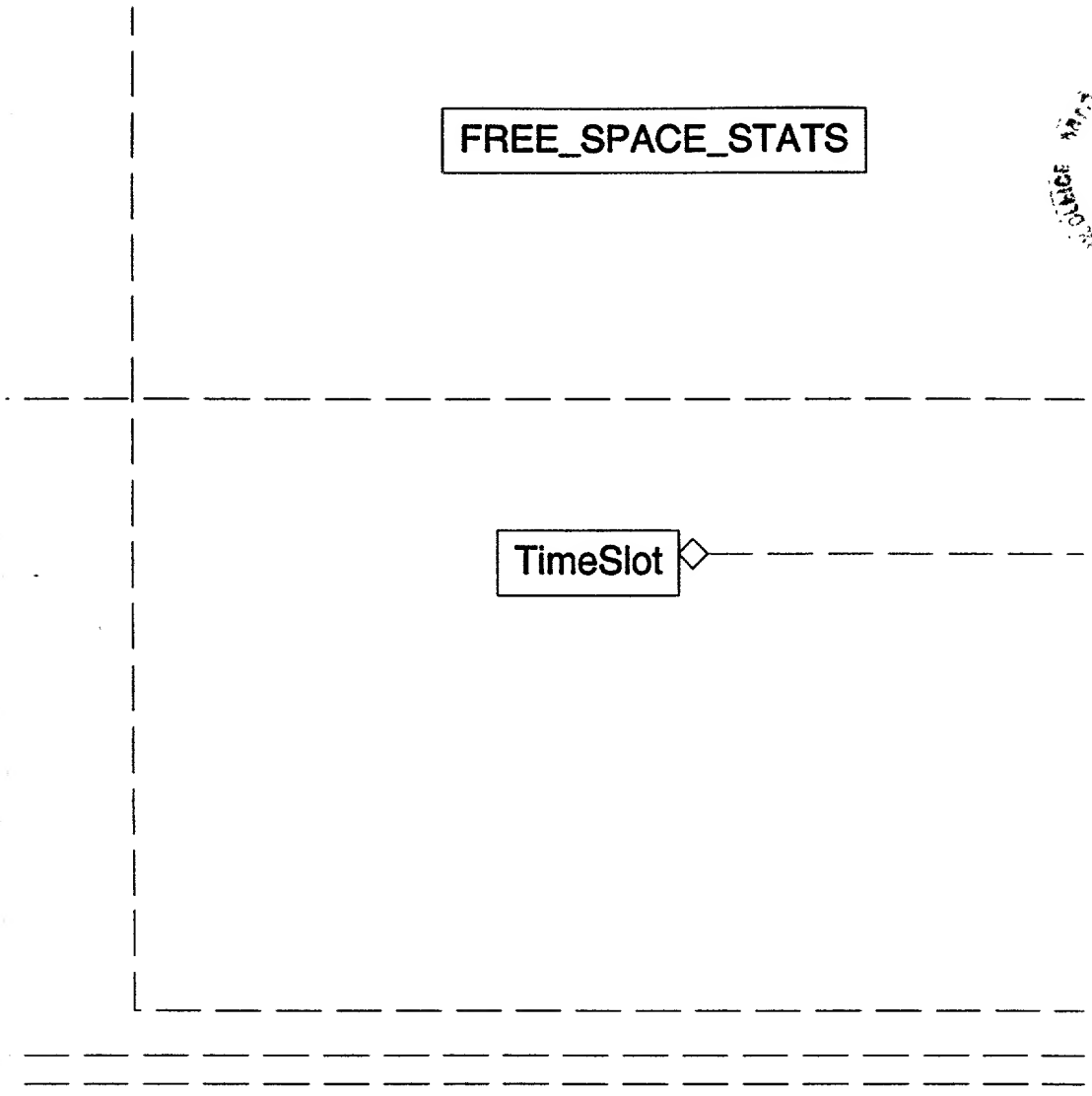


FIG.10D(ii)

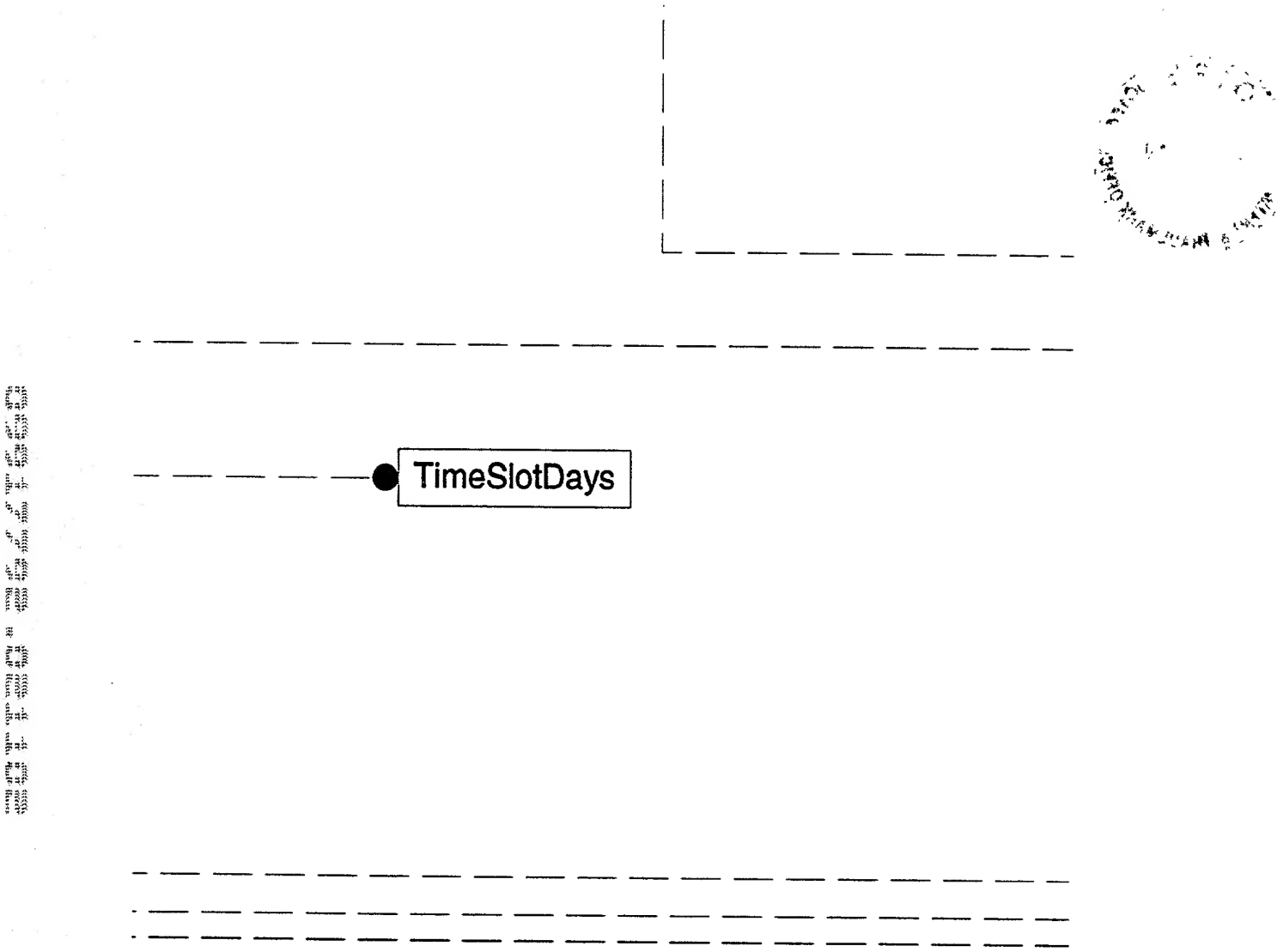


FIG.10D(iii)

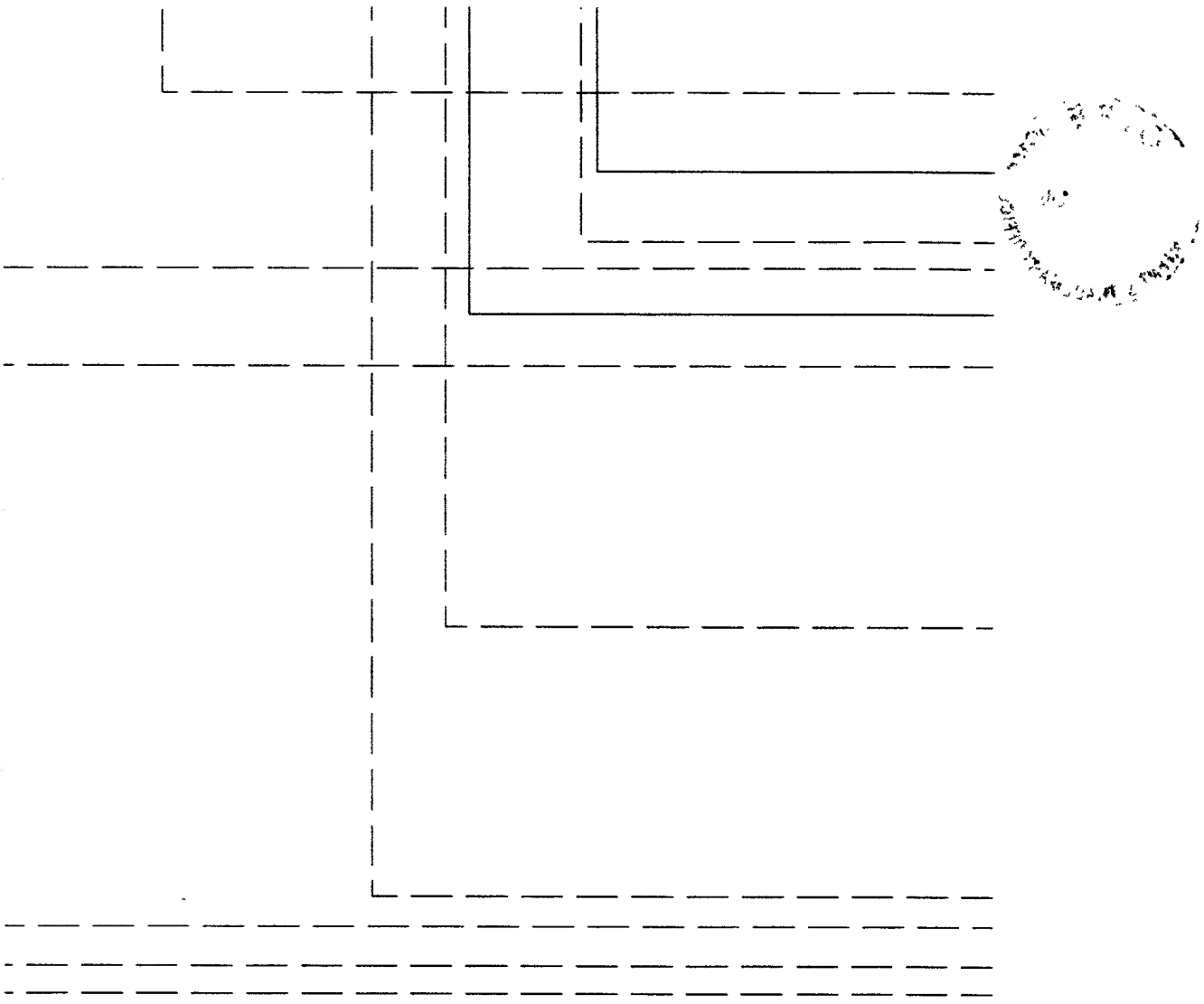


FIG.10D(iv)

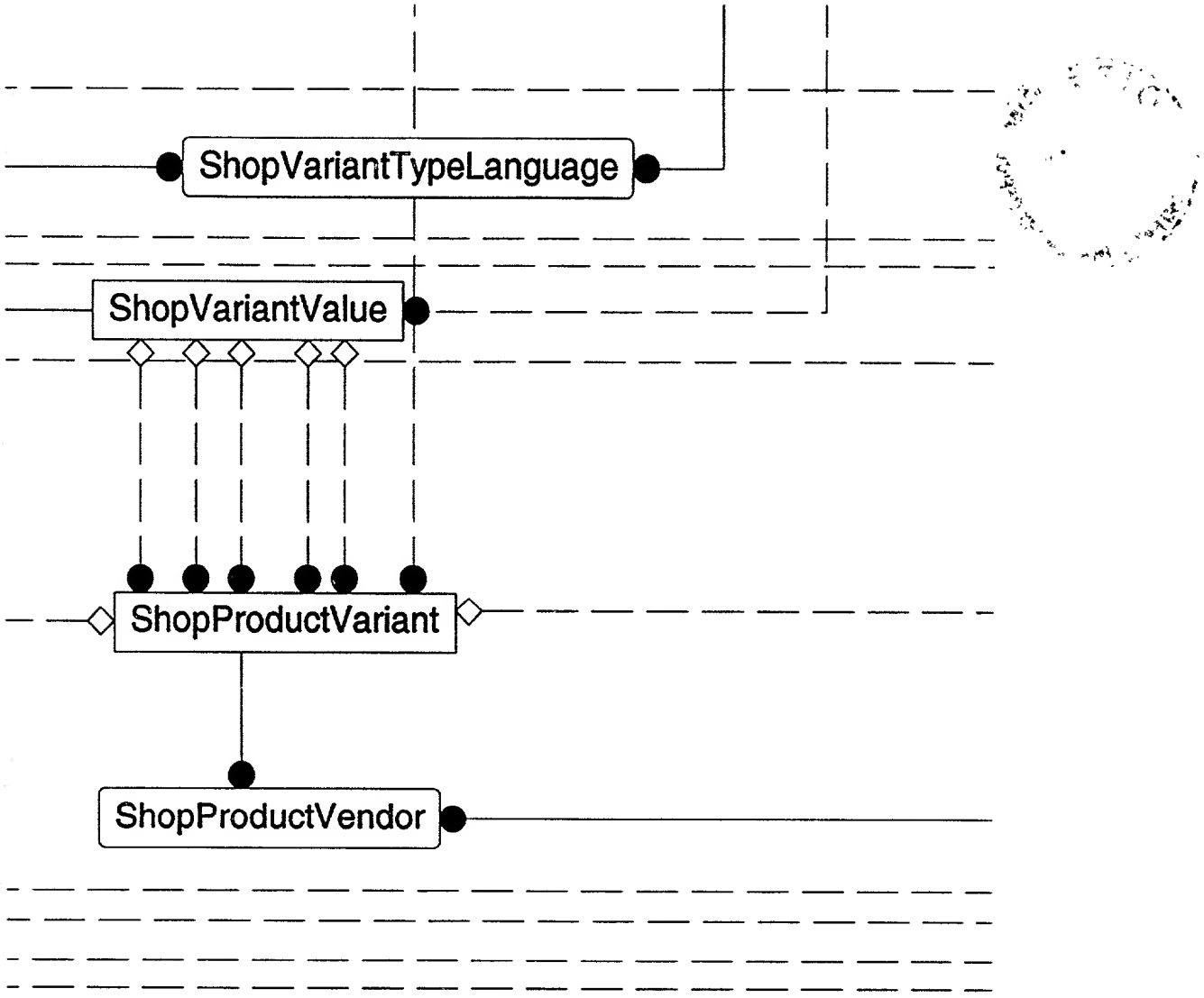

ShopVariantTypeLanguage
ShopVariantValue
ShopProductVariant
ShopProductVendor

FIG.10D(v)

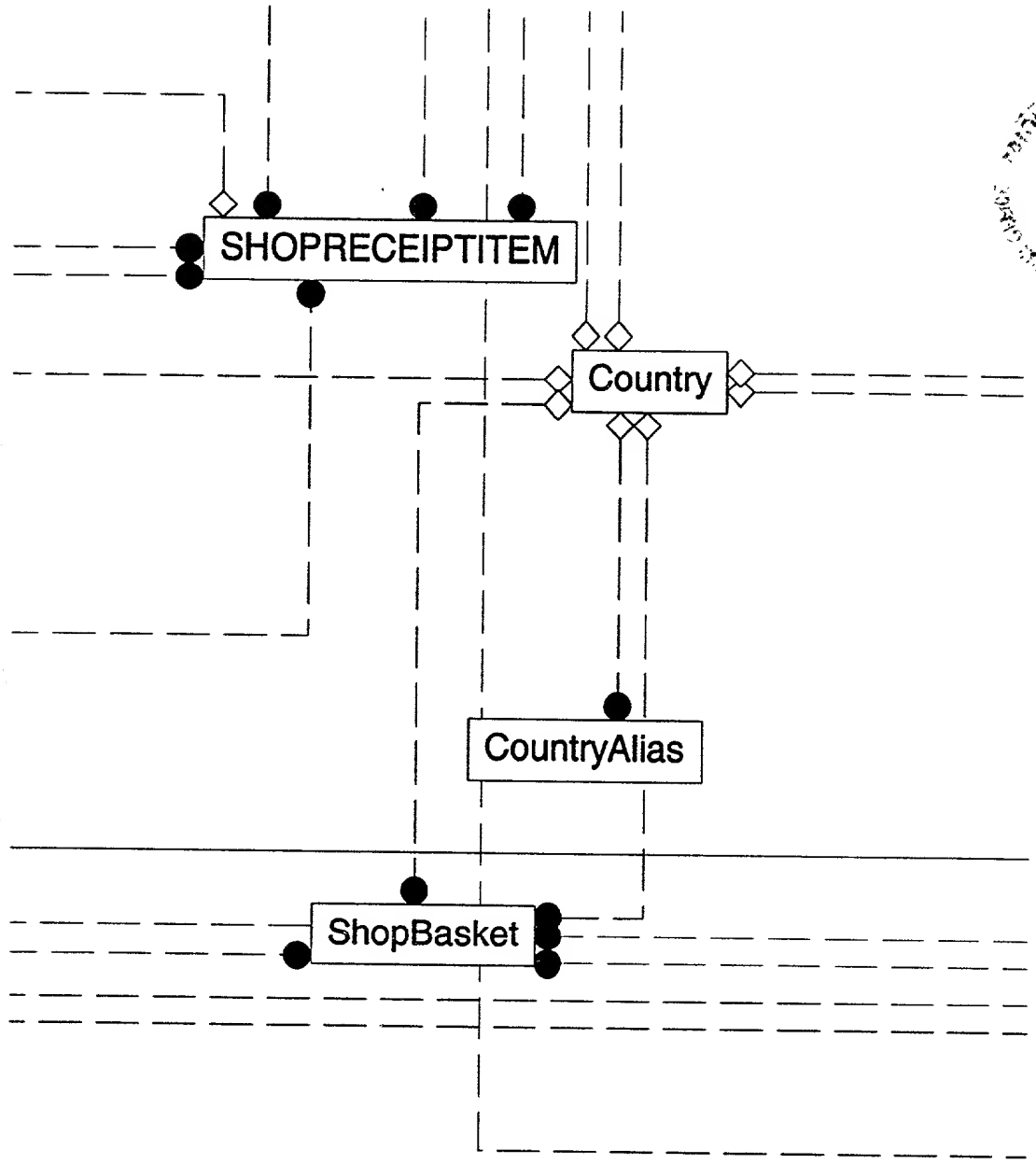


FIG.10D(vi)

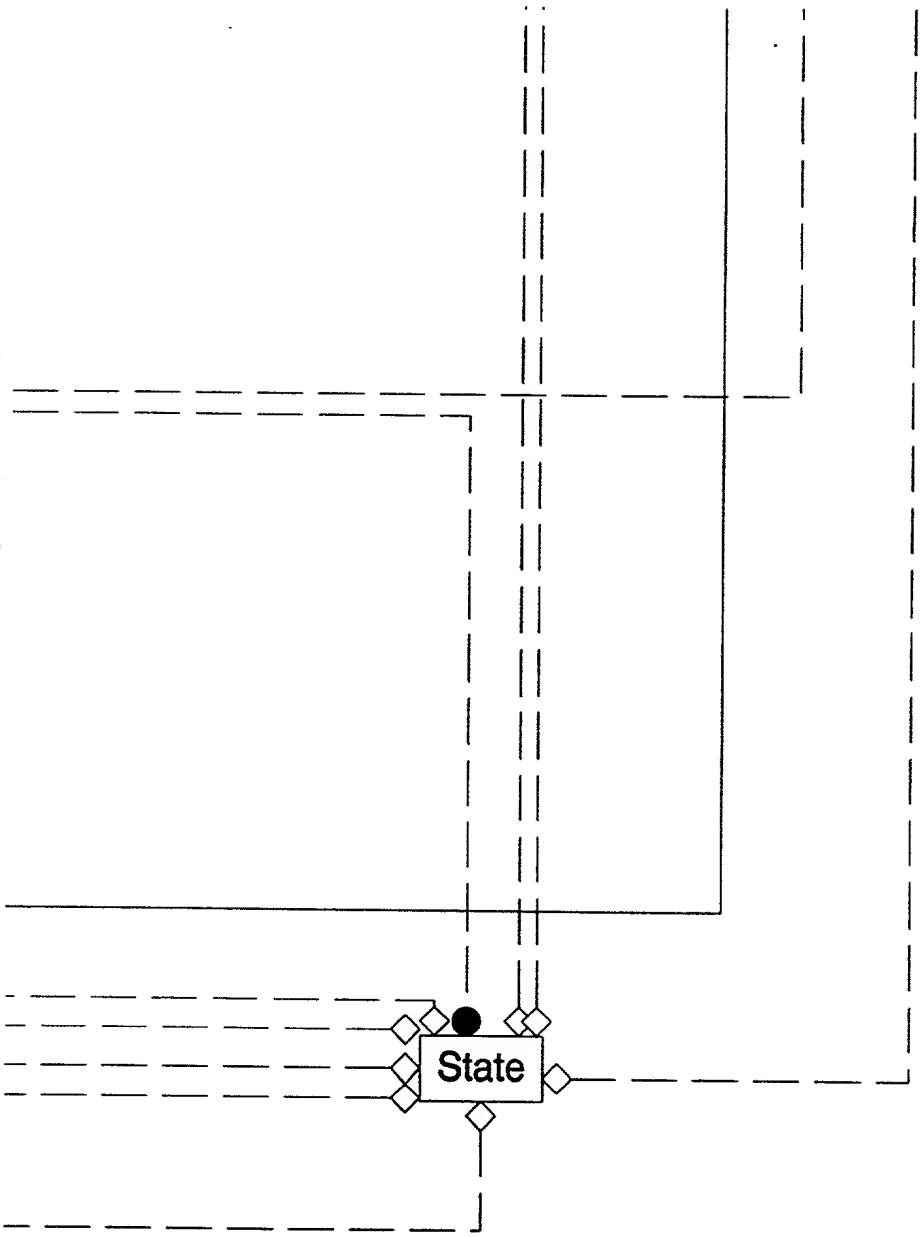


FIG.10D(vii)

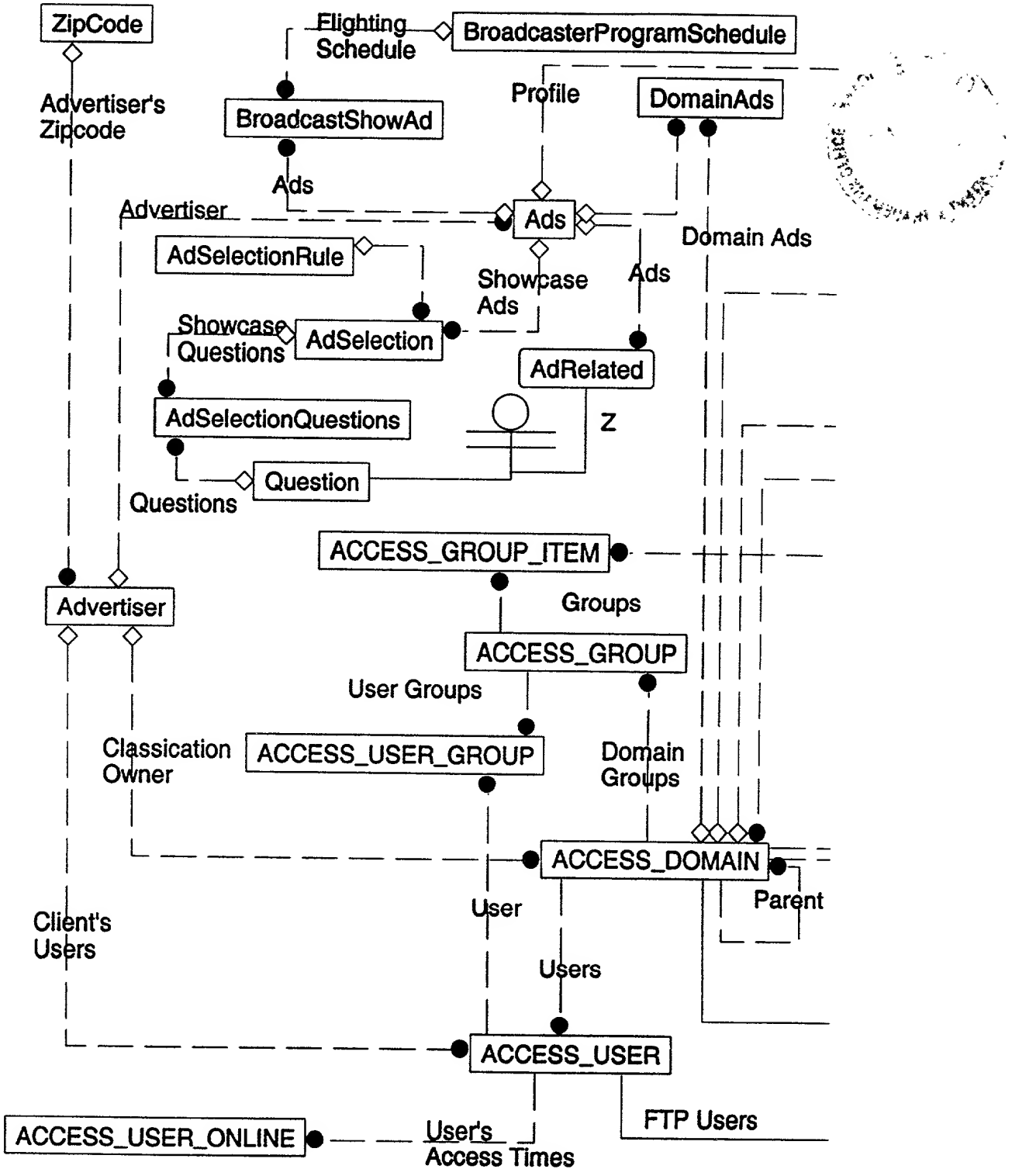

ZipCode
Flighting Schedule
BroadcasterProgramSchedule
Advertiser's Zipcode
BroadcastShowAd
Profile
DomainAds
Ads
Advertiser
Ads
Domain Ads
AdSelectionRule
Showcase Ads
Ads
Showcase Questions
AdSelection
AdRelated
AdSelectionQuestions
Z
Question
Questions
ACCESS_GROUP_ITEM
Advertiser
Groups
ACCESS_GROUP
User Groups
Classication Owner
ACCESS_USER_GROUP
Domain Groups
ACCESS_DOMAIN
Parent
User
Client's Users
Users
ACCESS_USER
FTP Users
ACCESS_USER_ONLINE
User's Access Times

FIG.11A

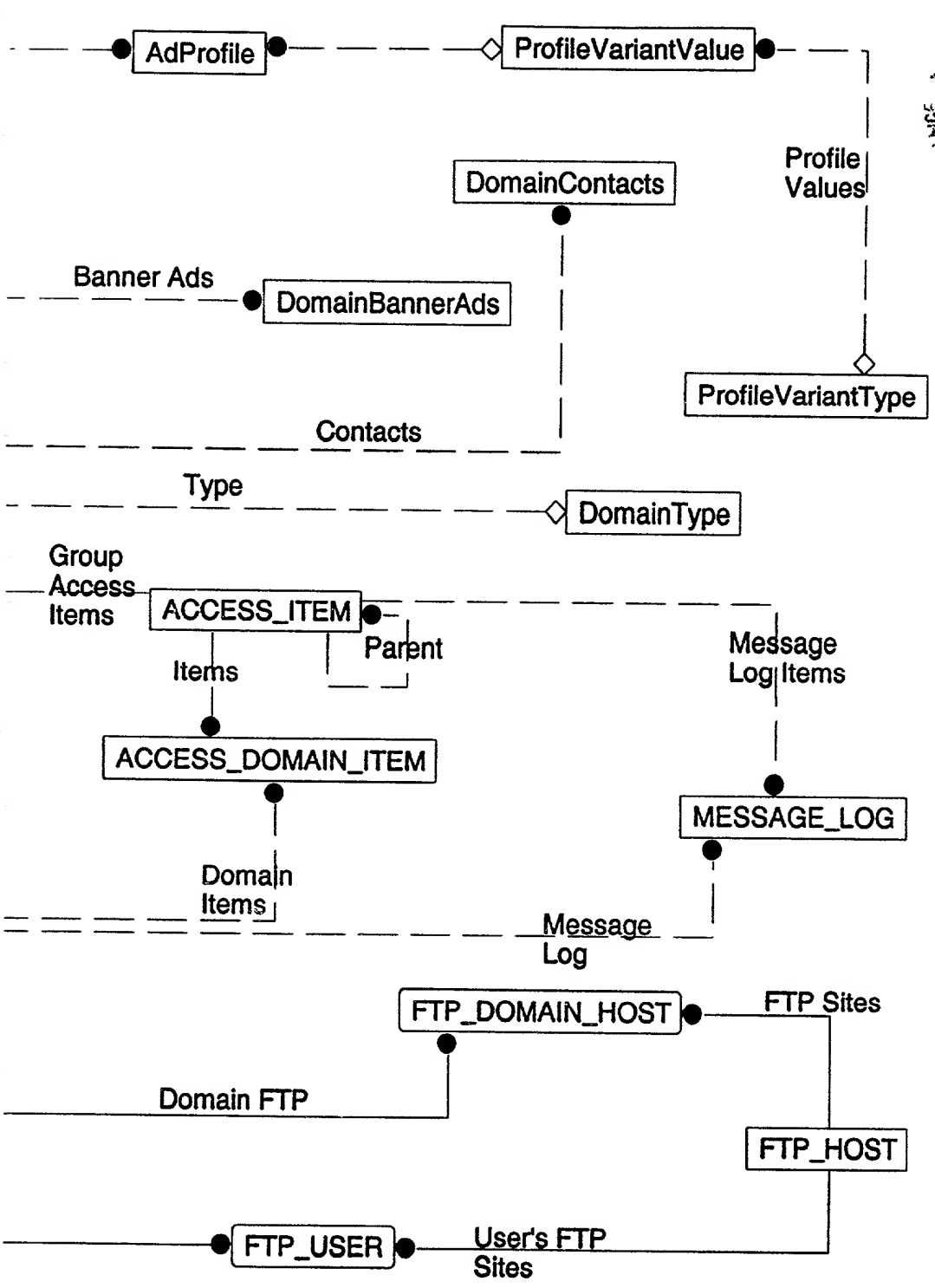

AdProfile
ProfileVariantValue
Profile Values
DomainContacts
Banner Ads
DomainBannerAds
ProfileVariantType
Contacts
Type
DomainType
Group Access Items
ACCESS_ITEM
Parent
Items
Message Log Items
ACCESS_DOMAIN_ITEM
MESSAGE_LOG
Domain Items
Message Log
FTP_DOMAIN_HOST
FTP Sites
Domain FTP
FTP_HOST
FTP_USER
User's FTP Sites

FIG.11B

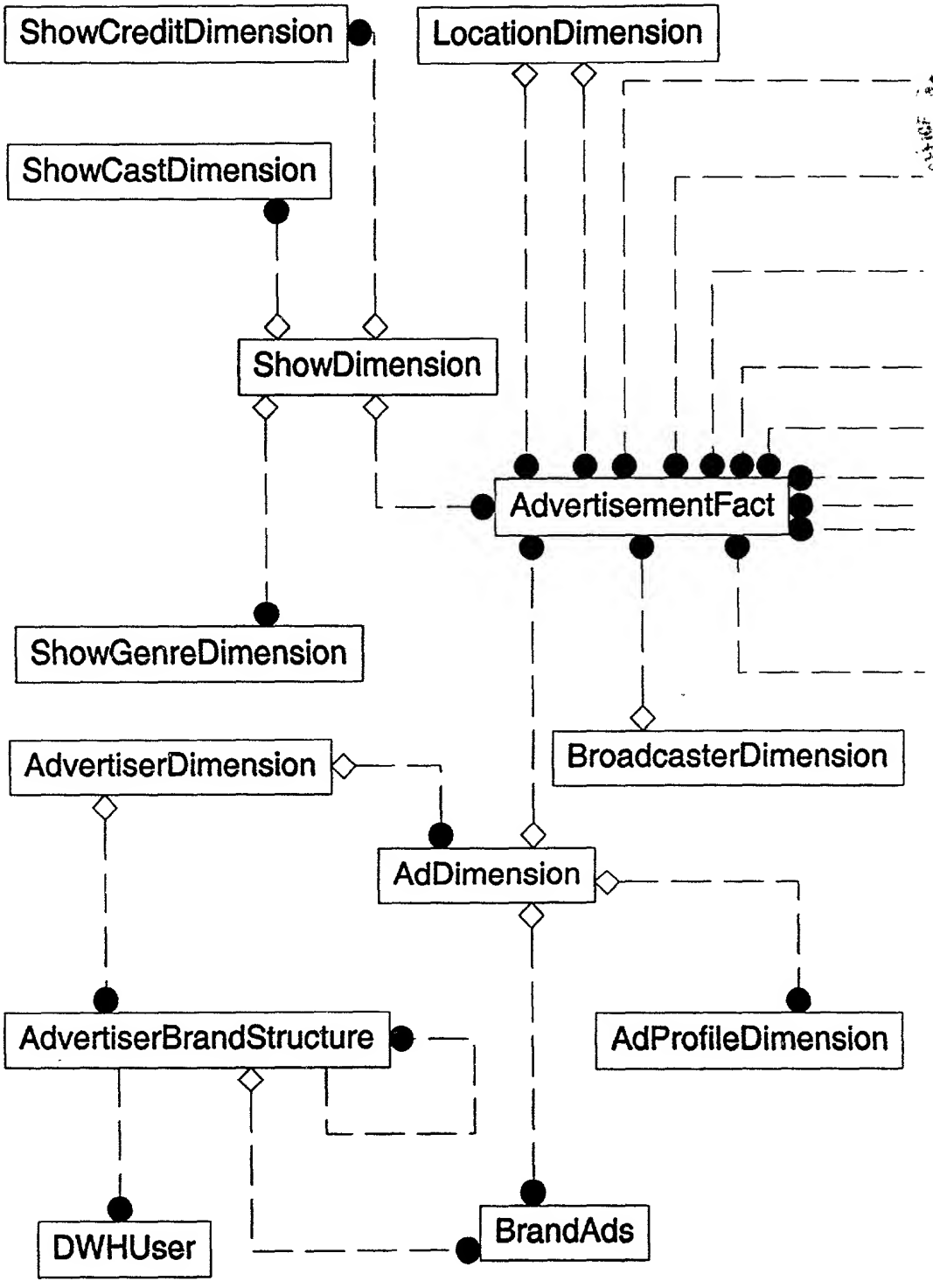

ShowCreditDimension
LocationDimension
ShowCastDimension
ShowDimension
AdvertisementFact
ShowGenreDimension
BroadcasterDimension
AdvertiserDimension
AdDimension
AdvertiserBrandStructure
AdProfileDimension
DWHUser
BrandAds

FIG.12A

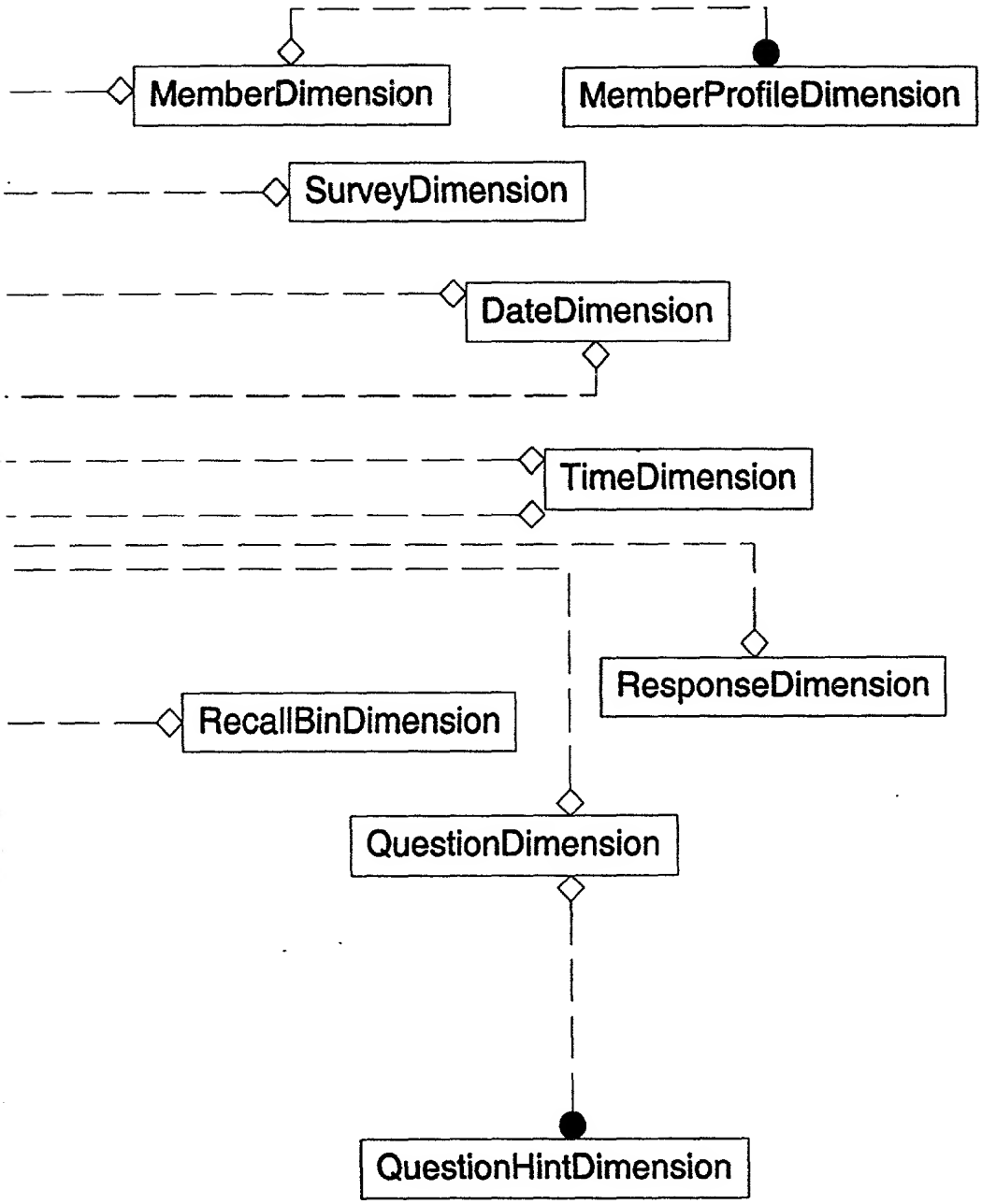

MemberDimension
MemberProfileDimension
SurveyDimension
DateDimension
TimeDimension
ResponseDimension
RecallBinDimension
QuestionDimension
QuestionHintDimension

FIG.12B

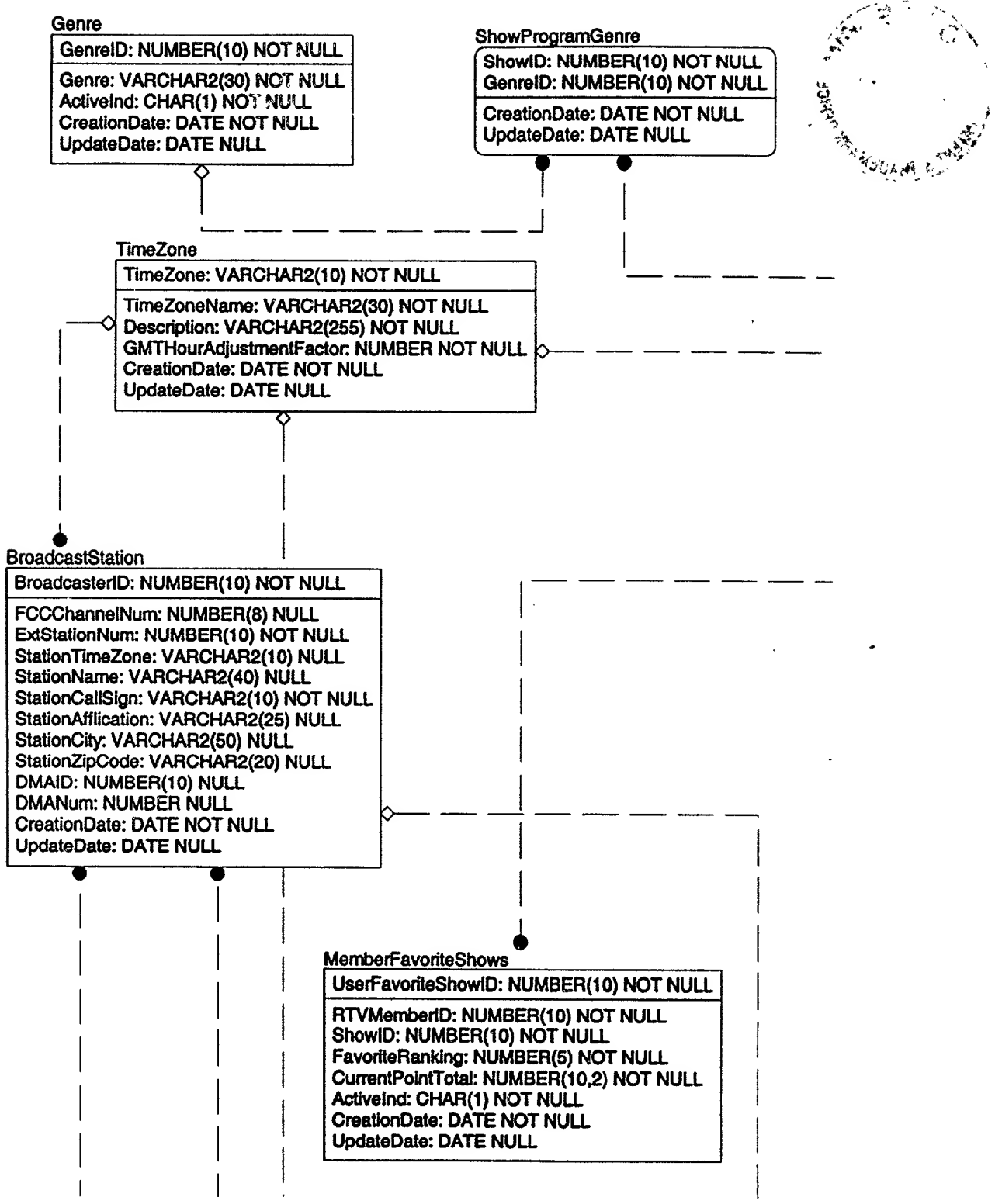

Genre
GenreID: NUMBER(10) NOT NULL
Genre: VARCHAR2(30) NOT NULL
ActiveInd: CHAR(1) NOT NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL
ShowProgramGenre
ShowID: NUMBER(10) NOT NULL
GenreID: NUMBER(10) NOT NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL
TimeZone
TimeZone: VARCHAR2(10) NOT NULL
TimeZoneName: VARCHAR2(30) NOT NULL
Description: VARCHAR2(255) NOT NULL
GMTHourAdjustmentFactor: NUMBER NOT NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL
BroadcastStation
BroadcasterID: NUMBER(10) NOT NULL
FCCChannelNum: NUMBER(8) NULL
ExtStationNum: NUMBER(10) NOT NULL
StationTimeZone: VARCHAR2(10) NULL
StationName: VARCHAR2(40) NULL
StationCallSign: VARCHAR2(10) NOT NULL
StationAfflication: VARCHAR2(25) NULL
StationCity: VARCHAR2(50) NULL
StationZipCode: VARCHAR2(20) NULL
DMAID: NUMBER(10) NULL
DMANum: NUMBER NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL
MemberFavoriteShows
UserFavoriteShowID: NUMBER(10) NOT NULL
RTVMemberID: NUMBER(10) NOT NULL
ShowID: NUMBER(10) NOT NULL
FavoriteRanking: NUMBER(5) NOT NULL
CurrentPointTotal: NUMBER(10,2) NOT NULL
ActiveInd: CHAR(1) NOT NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL

FIG.13A

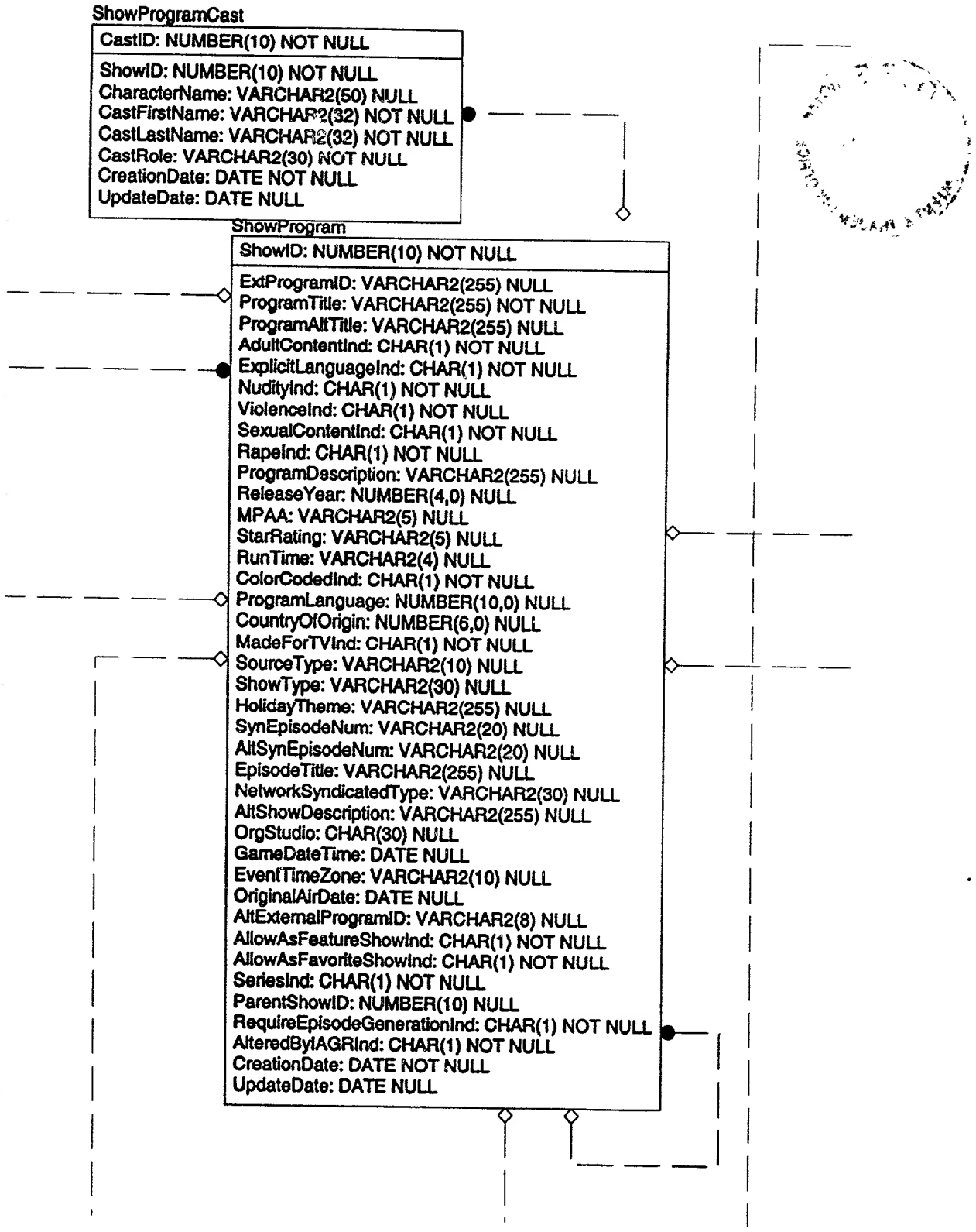

ShowProgramCast
CastID: NUMBER(10) NOT NULL
ShowID: NUMBER(10) NOT NULL
CharacterName: VARCHAR2(50) NULL
CastFirstName: VARCHAR2(32) NOT NULL
CastLastName: VARCHAR2(32) NOT NULL
CastRole: VARCHAR2(30) NOT NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL
ShowProgram
ShowID: NUMBER(10) NOT NULL
ExtProgramID: VARCHAR2(255) NULL
ProgramTitle: VARCHAR2(255) NOT NULL
ProgramAltTitle: VARCHAR2(255) NULL
AdultContentInd: CHAR(1) NOT NULL
ExplicitLanguageInd: CHAR(1) NOT NULL
NudityInd: CHAR(1) NOT NULL
ViolenceInd: CHAR(1) NOT NULL
SexualContentInd: CHAR(1) NOT NULL
RapeInd: CHAR(1) NOT NULL
ProgramDescription: VARCHAR2(255) NULL
ReleaseYear: NUMBER(4,0) NULL
MPAA: VARCHAR2(5) NULL
StarRating: VARCHAR2(5) NULL
RunTime: VARCHAR2(4) NULL
ColorCodedInd: CHAR(1) NOT NULL
ProgramLanguage: NUMBER(10,0) NULL
CountryOfOrigin: NUMBER(6,0) NULL
MadeForTVInd: CHAR(1) NOT NULL
SourceType: VARCHAR2(10) NULL
ShowType: VARCHAR2(30) NULL
HolidayTheme: VARCHAR2(255) NULL
SynEpisodeNum: VARCHAR2(20) NULL
AltSynEpisodeNum: VARCHAR2(20) NULL
EpisodeTitle: VARCHAR2(255) NULL
NetworkSyndicatedType: VARCHAR2(30) NULL
AltShowDescription: VARCHAR2(255) NULL
OrgStudio: CHAR(30) NULL
GameDateTime: DATE NULL
EventTimeZone: VARCHAR2(10) NULL
OriginalAirDate: DATE NULL
AltExternalProgramID: VARCHAR2(8) NULL
AllowAsFeatureShowInd: CHAR(1) NOT NULL
AllowAsFavoriteShowInd: CHAR(1) NOT NULL
SeriesInd: CHAR(1) NOT NULL
ParentShowID: NUMBER(10) NULL
RequireEpisodeGenerationInd: CHAR(1) NOT NULL
AlteredByIAGRInd: CHAR(1) NOT NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL

FIG.13B

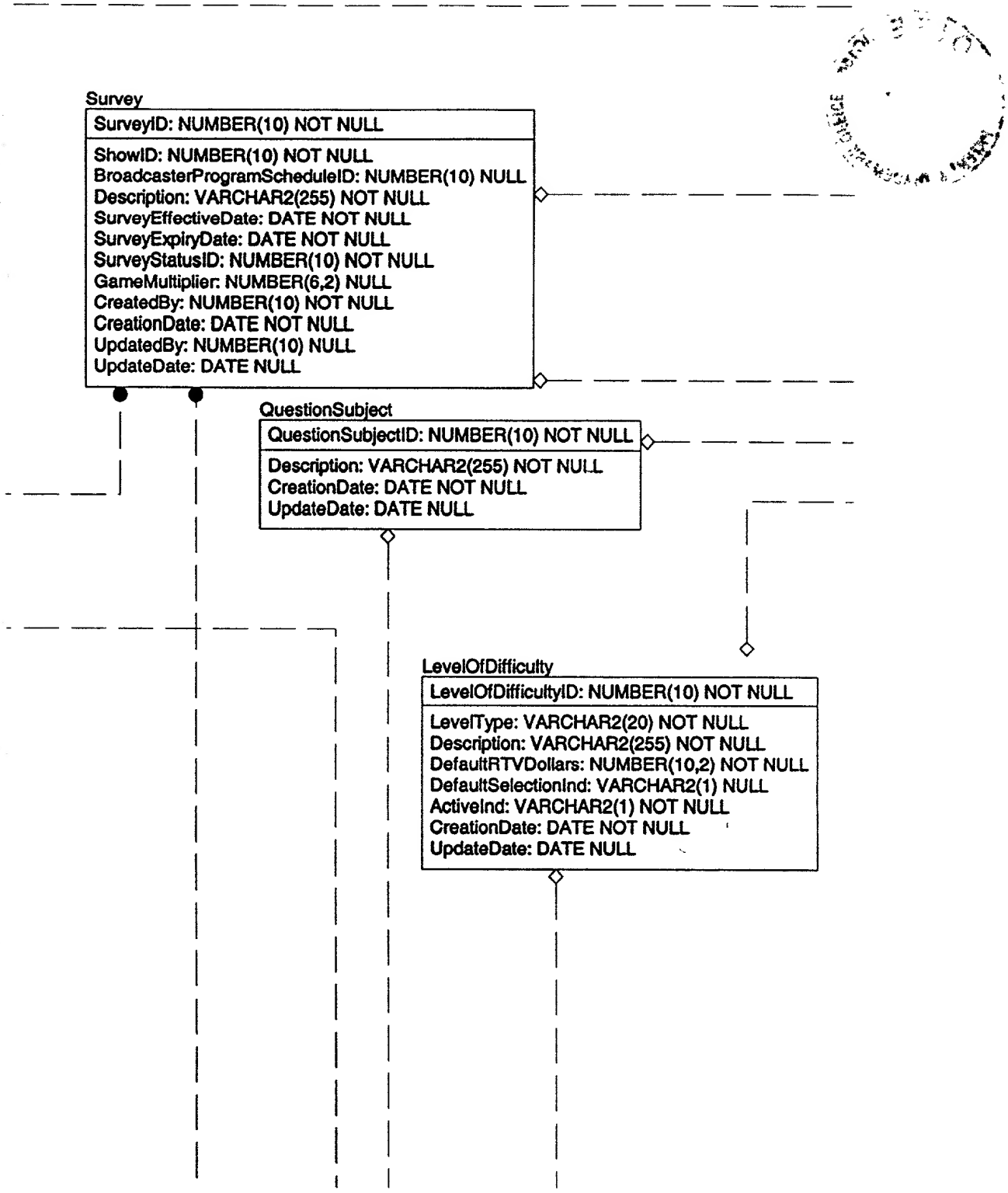

Survey
SurveyID: NUMBER(10) NOT NULL
ShowID: NUMBER(10) NOT NULL
BroadcasterProgramScheduleID: NUMBER(10) NULL
Description: VARCHAR2(255) NOT NULL
SurveyEffectiveDate: DATE NOT NULL
SurveyExpiryDate: DATE NOT NULL
SurveyStatusID: NUMBER(10) NOT NULL
GameMultiplier: NUMBER(6,2) NULL
CreatedBy: NUMBER(10) NOT NULL
CreationDate: DATE NOT NULL
UpdatedBy: NUMBER(10) NULL
UpdateDate: DATE NULL
QuestionSubject
QuestionSubjectID: NUMBER(10) NOT NULL
Description: VARCHAR2(255) NOT NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL
LevelOfDifficulty
LevelOfDifficultyID: NUMBER(10) NOT NULL
LevelType: VARCHAR2(20) NOT NULL
Description: VARCHAR2(255) NOT NULL
DefaultRTVDollars: NUMBER(10,2) NOT NULL
DefaultSelectionInd: VARCHAR2(1) NULL
ActiveInd: VARCHAR2(1) NOT NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL

FIG.13C

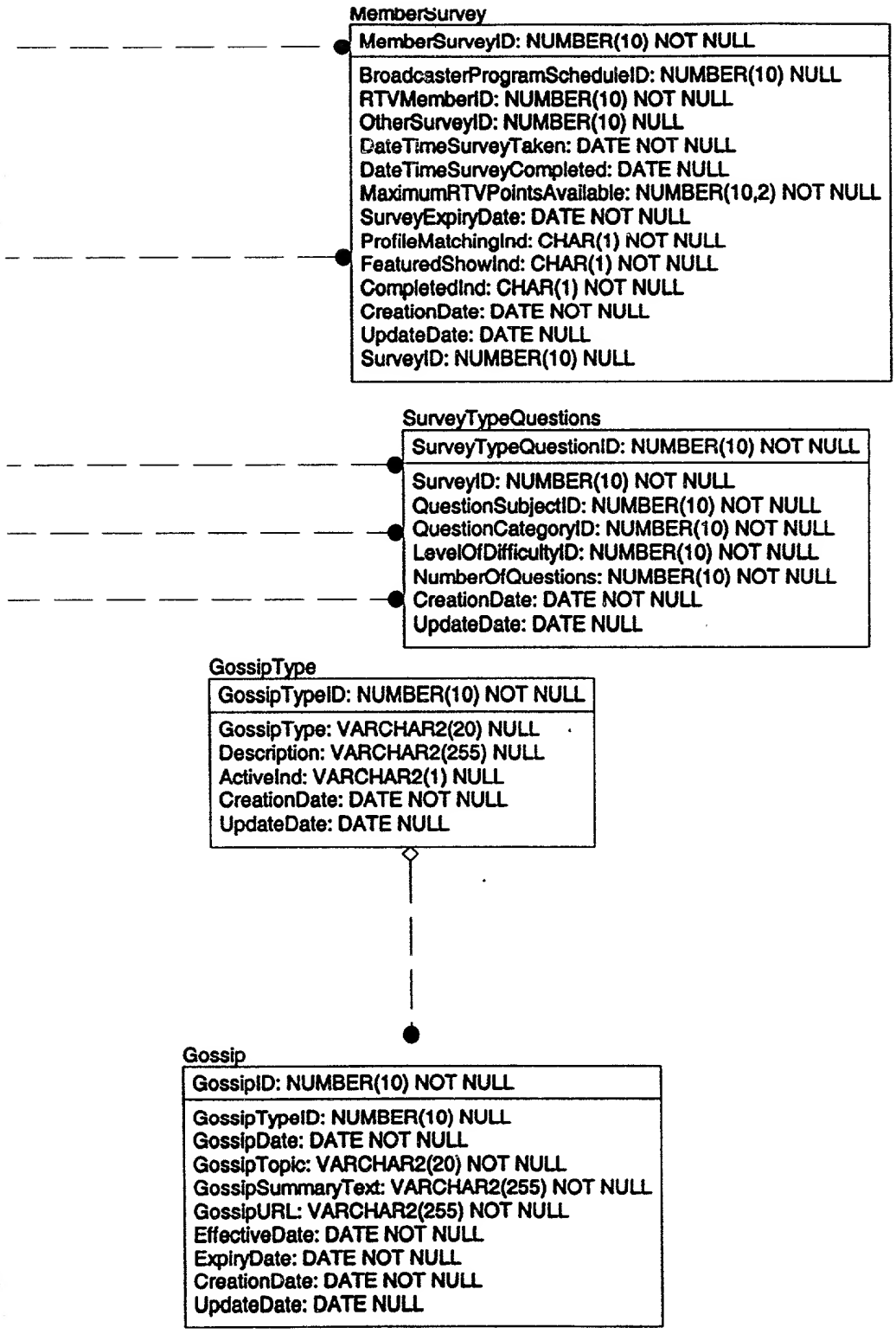

MemberSurvey
MemberSurveyID: NUMBER(10) NOT NULL
BroadcasterProgramScheduleID: NUMBER(10) NULL
RTVMemberID: NUMBER(10) NOT NULL
OtherSurveyID: NUMBER(10) NULL
DateTimeSurveyTaken: DATE NOT NULL
DateTimeSurveyCompleted: DATE NULL
MaximumRTVPointsAvailable: NUMBER(10,2) NOT NULL
SurveyExpiryDate: DATE NOT NULL
ProfileMatchingInd: CHAR(1) NOT NULL
FeaturedShowInd: CHAR(1) NOT NULL
CompletedInd: CHAR(1) NOT NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL
SurveyID: NUMBER(10) NULL
SurveyTypeQuestions
SurveyTypeQuestionID: NUMBER(10) NOT NULL
SurveyID: NUMBER(10) NOT NULL
QuestionSubjectID: NUMBER(10) NOT NULL
QuestionCategoryID: NUMBER(10) NOT NULL
LevelOfDifficultyID: NUMBER(10) NOT NULL
NumberOfQuestions: NUMBER(10) NOT NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL
GossipType
GossipTypeID: NUMBER(10) NOT NULL
GossipType: VARCHAR2(20) NULL
Description: VARCHAR2(255) NULL
ActiveInd: VARCHAR2(1) NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL
Gossip
GossipID: NUMBER(10) NOT NULL
GossipTypeID: NUMBER(10) NULL
GossipDate: DATE NOT NULL
GossipTopic: VARCHAR2(20) NOT NULL
GossipSummaryText: VARCHAR2(255) NOT NULL
GossipURL: VARCHAR2(255) NOT NULL
EffectiveDate: DATE NOT NULL
ExpiryDate: DATE NOT NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL

FIG.13D

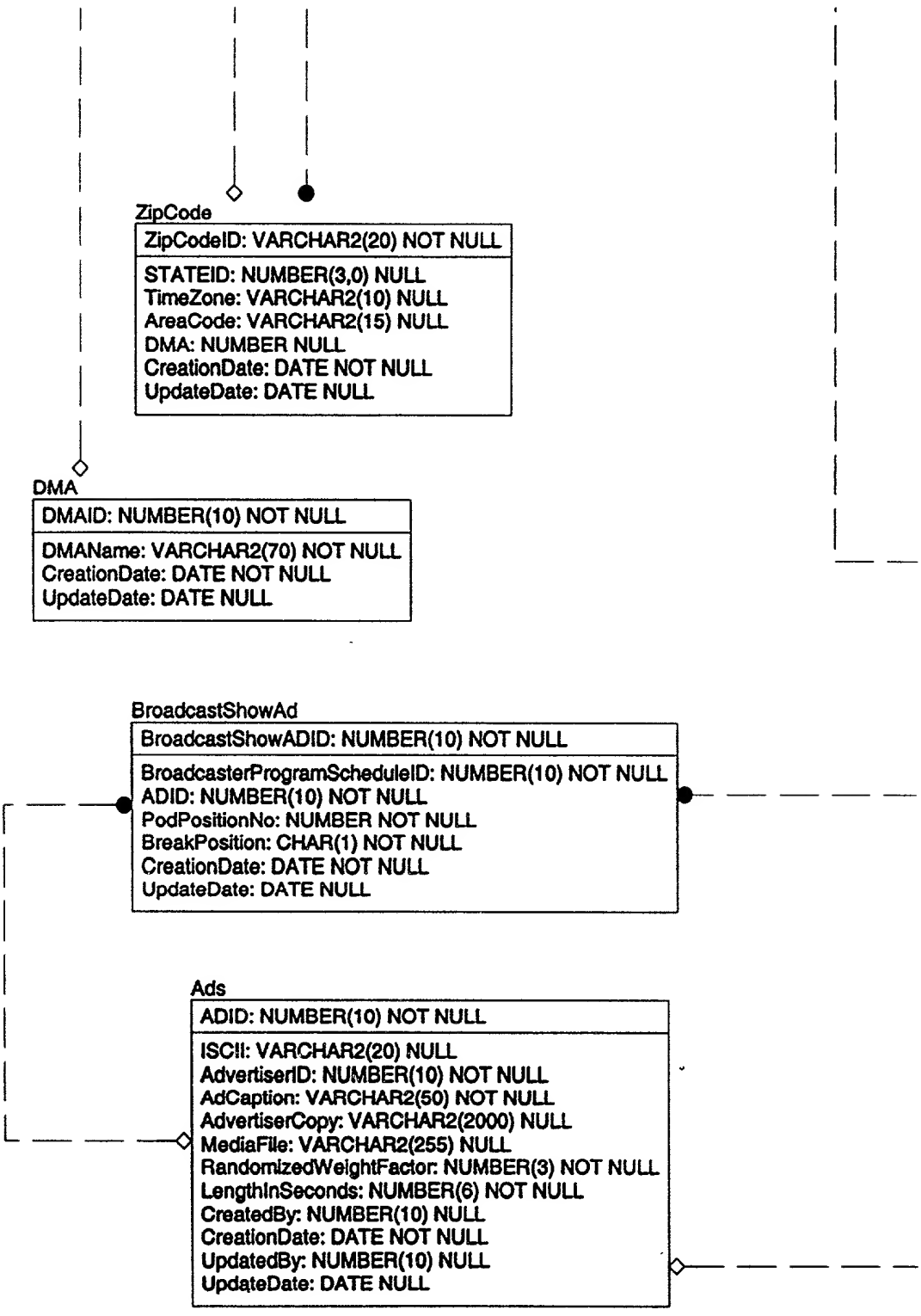

ZipCode
ZipCodeID: VARCHAR2(20) NOT NULL
STATEID: NUMBER(3,0) NULL
TimeZone: VARCHAR2(10) NULL
AreaCode: VARCHAR2(15) NULL
DMA: NUMBER NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL
DMA
DMAID: NUMBER(10) NOT NULL
DMAName: VARCHAR2(70) NOT NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL
BroadcastShowAd
BroadcastShowADID: NUMBER(10) NOT NULL
BroadcasterProgramScheduleID: NUMBER(10) NOT NULL
ADID: NUMBER(10) NOT NULL
PodPositionNo: NUMBER NOT NULL
BreakPosition: CHAR(1) NOT NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL
Ads
ADID: NUMBER(10) NOT NULL
ISCII: VARCHAR2(20) NULL
AdvertiserID: NUMBER(10) NOT NULL
AdCaption: VARCHAR2(50) NOT NULL
AdvertiserCopy: VARCHAR2(2000) NULL
MediaFile: VARCHAR2(255) NULL
RandomizedWeightFactor: NUMBER(3) NOT NULL
LengthInSeconds: NUMBER(6) NOT NULL
CreatedBy: NUMBER(10) NULL
CreationDate: DATE NOT NULL
UpdatedBy: NUMBER(10) NULL
UpdateDate: DATE NULL

FIG.13E

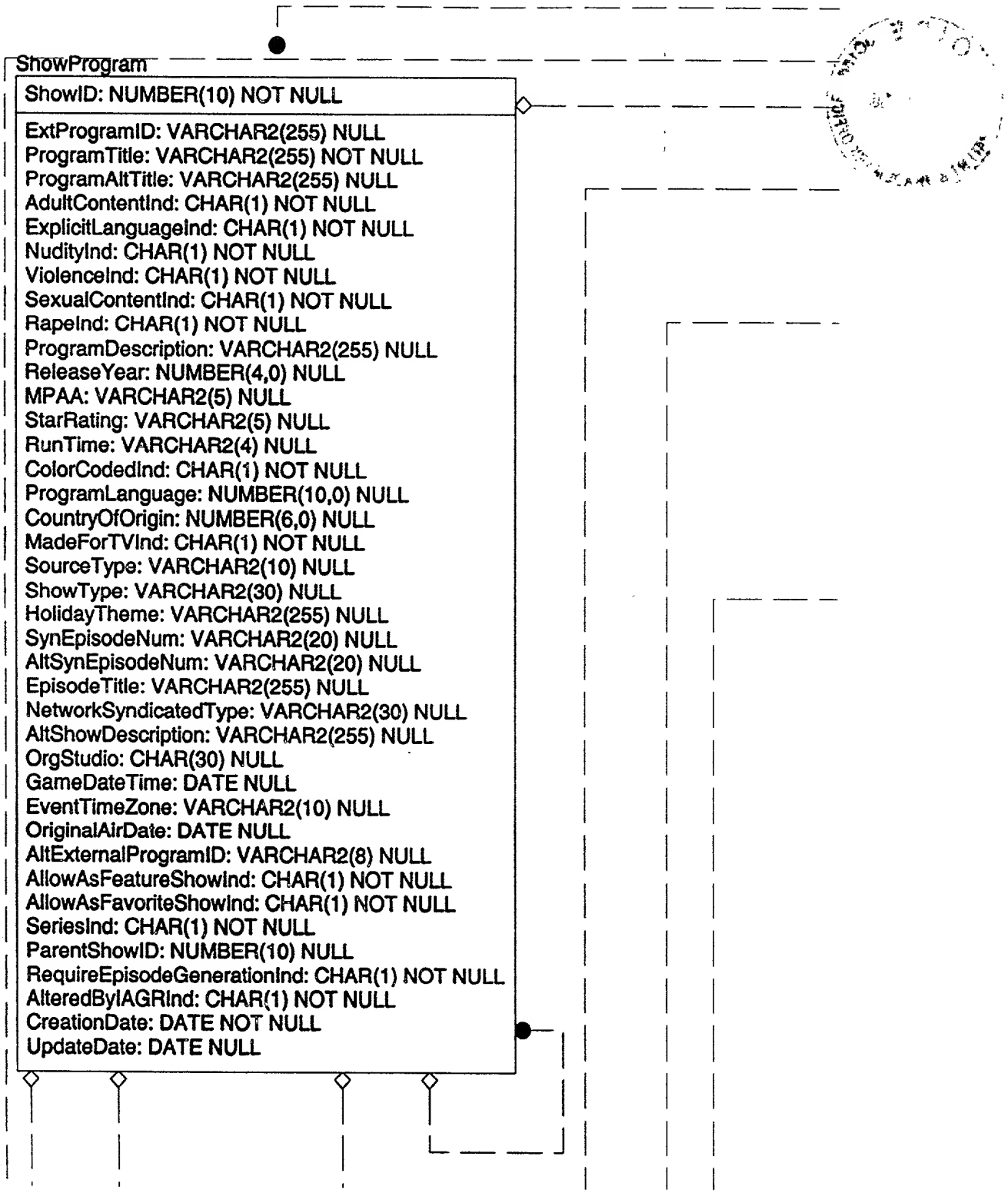

ShowProgram
ShowID: NUMBER(10) NOT NULL
ExtProgramID: VARCHAR2(255) NULL
ProgramTitle: VARCHAR2(255) NOT NULL
ProgramAltTitle: VARCHAR2(255) NULL
AdultContentInd: CHAR(1) NOT NULL
ExplicitLanguageInd: CHAR(1) NOT NULL
NudityInd: CHAR(1) NOT NULL
ViolenceInd: CHAR(1) NOT NULL
SexualContentInd: CHAR(1) NOT NULL
RapeInd: CHAR(1) NOT NULL
ProgramDescription: VARCHAR2(255) NULL
ReleaseYear: NUMBER(4,0) NULL
MPAA: VARCHAR2(5) NULL
StarRating: VARCHAR2(5) NULL
RunTime: VARCHAR2(4) NULL
ColorCodedInd: CHAR(1) NOT NULL
ProgramLanguage: NUMBER(10,0) NULL
CountryOfOrigin: NUMBER(6,0) NULL
MadeForTVInd: CHAR(1) NOT NULL
SourceType: VARCHAR2(10) NULL
ShowType: VARCHAR2(30) NULL
HolidayTheme: VARCHAR2(255) NULL
SynEpisodeNum: VARCHAR2(20) NULL
AltSynEpisodeNum: VARCHAR2(20) NULL
EpisodeTitle: VARCHAR2(255) NULL
NetworkSyndicatedType: VARCHAR2(30) NULL
AltShowDescription: VARCHAR2(255) NULL
OrgStudio: CHAR(30) NULL
GameDateTime: DATE NULL
EventTimeZone: VARCHAR2(10) NULL
OriginalAirDate: DATE NULL
AltExternalProgramID: VARCHAR2(8) NULL
AllowAsFeatureShowInd: CHAR(1) NOT NULL
AllowAsFavoriteShowInd: CHAR(1) NOT NULL
SeriesInd: CHAR(1) NOT NULL
ParentShowID: NUMBER(10) NULL
RequireEpisodeGenerationInd: CHAR(1) NOT NULL
AlteredByIAGRInd: CHAR(1) NOT NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL

FIG.14A

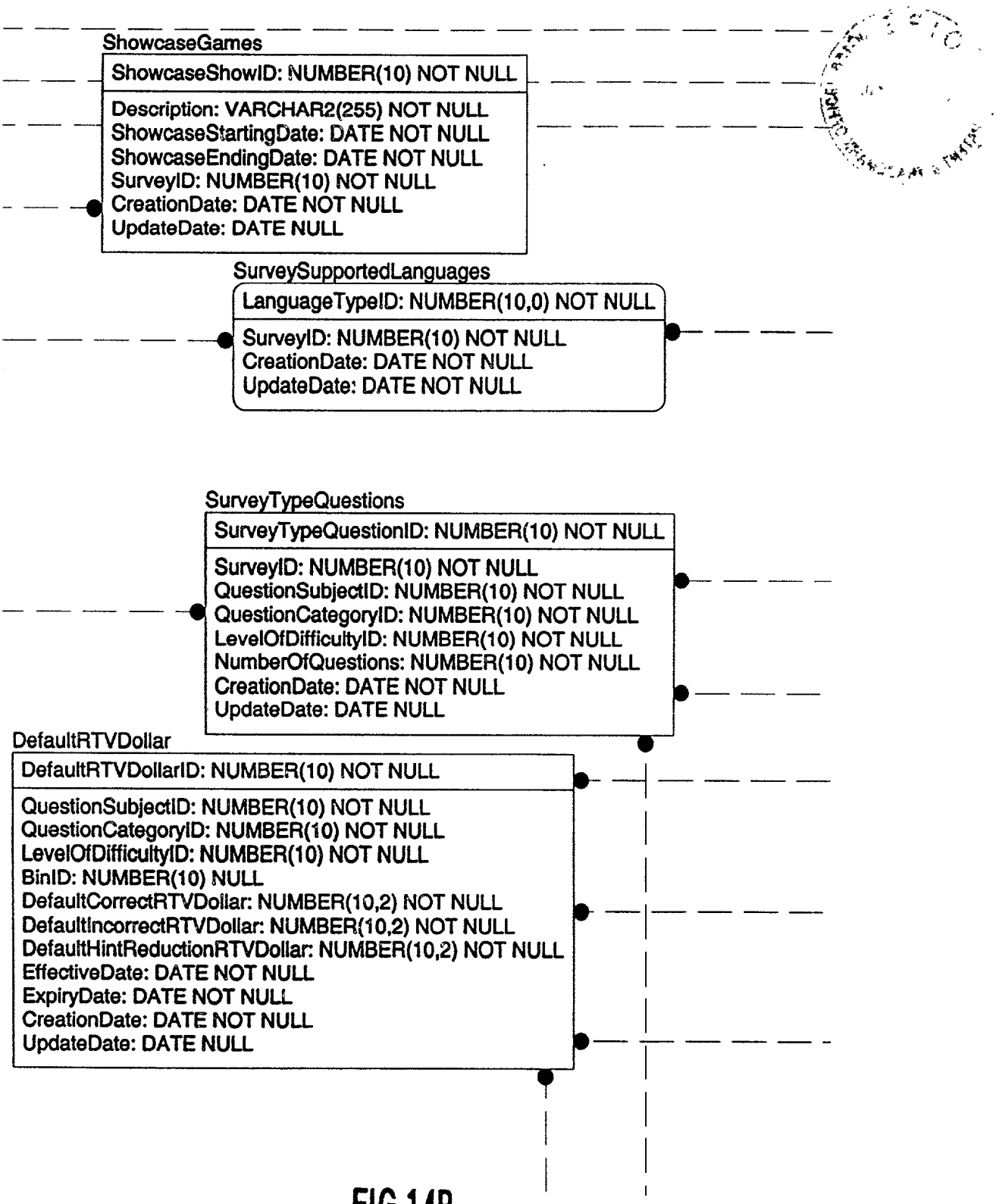

ShowcaseGames
ShowcaseShowID: NUMBER(10) NOT NULL
Description: VARCHAR2(255) NOT NULL
ShowcaseStartingDate: DATE NOT NULL
ShowcaseEndingDate: DATE NOT NULL
SurveyID: NUMBER(10) NOT NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL
SurveySupportedLanguages
LanguageTypeID: NUMBER(10,0) NOT NULL
SurveyID: NUMBER(10) NOT NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NOT NULL
SurveyTypeQuestions
SurveyTypeQuestionID: NUMBER(10) NOT NULL
SurveyID: NUMBER(10) NOT NULL
QuestionSubjectID: NUMBER(10) NOT NULL
QuestionCategoryID: NUMBER(10) NOT NULL
LevelOfDifficultyID: NUMBER(10) NOT NULL
NumberOfQuestions: NUMBER(10) NOT NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL
DefaultRTVDollar
DefaultRTVDollarID: NUMBER(10) NOT NULL
QuestionSubjectID: NUMBER(10) NOT NULL
QuestionCategoryID: NUMBER(10) NOT NULL
LevelOfDifficultyID: NUMBER(10) NOT NULL
BinID: NUMBER(10) NULL
DefaultCorrectRTVDollar: NUMBER(10,2) NOT NULL
DefaultIncorrectRTVDollar: NUMBER(10,2) NOT NULL
DefaultHintReductionRTVDollar: NUMBER(10,2) NOT NULL
EffectiveDate: DATE NOT NULL
ExpiryDate: DATE NOT NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL

FIG.14B

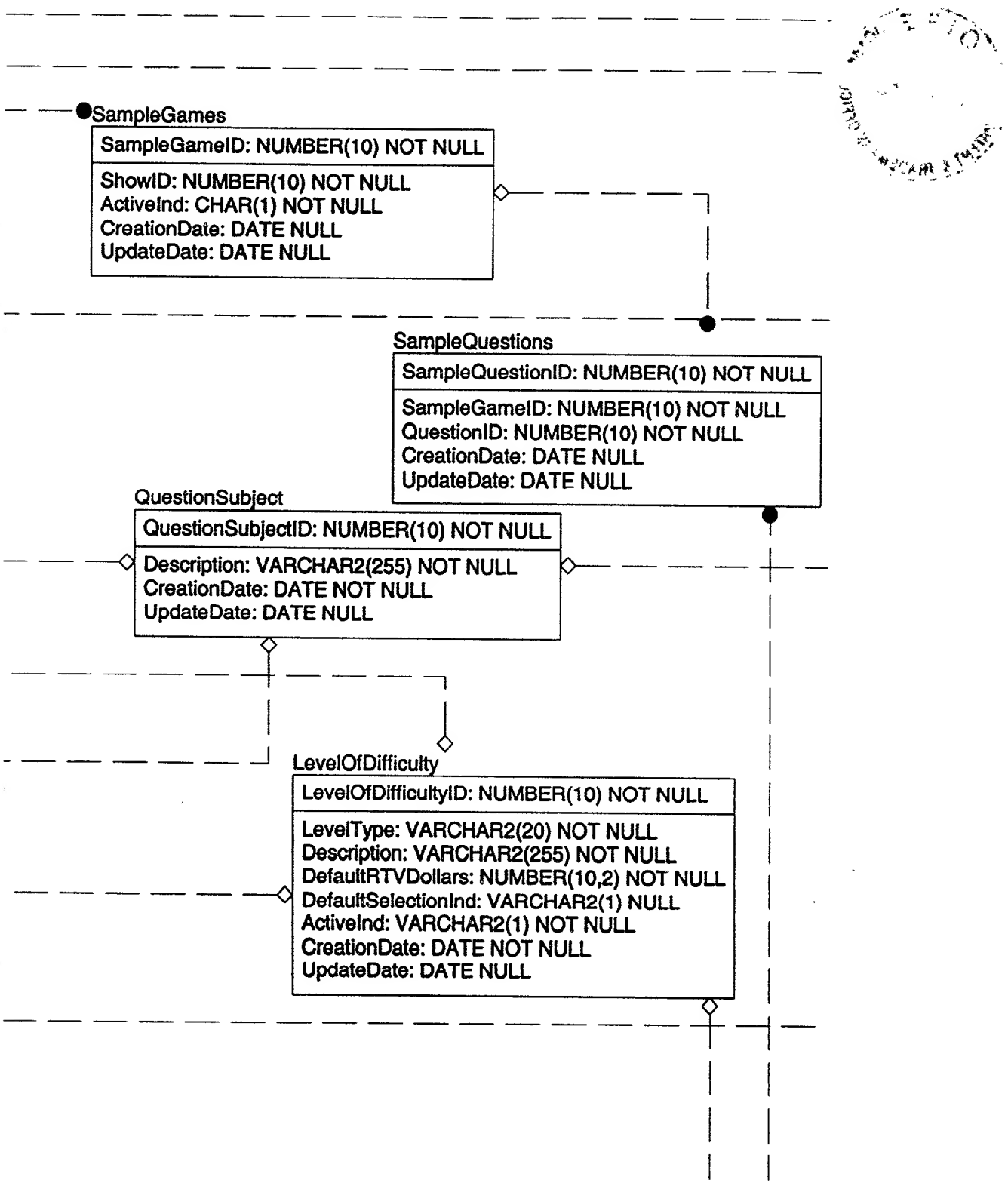

SampleGames
SampleGameID: NUMBER(10) NOT NULL
ShowID: NUMBER(10) NOT NULL
ActiveInd: CHAR(1) NOT NULL
CreationDate: DATE NULL
UpdateDate: DATE NULL
SampleQuestions
SampleQuestionID: NUMBER(10) NOT NULL
SampleGameID: NUMBER(10) NOT NULL
QuestionID: NUMBER(10) NOT NULL
CreationDate: DATE NULL
UpdateDate: DATE NULL
QuestionSubject
QuestionSubjectID: NUMBER(10) NOT NULL
Description: VARCHAR2(255) NOT NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL
LevelOfDifficulty
LevelOfDifficultyID: NUMBER(10) NOT NULL
LevelType: VARCHAR2(20) NOT NULL
Description: VARCHAR2(255) NOT NULL
DefaultRTVDollars: NUMBER(10,2) NOT NULL
DefaultSelectionInd: VARCHAR2(1) NULL
ActiveInd: VARCHAR2(1) NOT NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL

FIG.14C

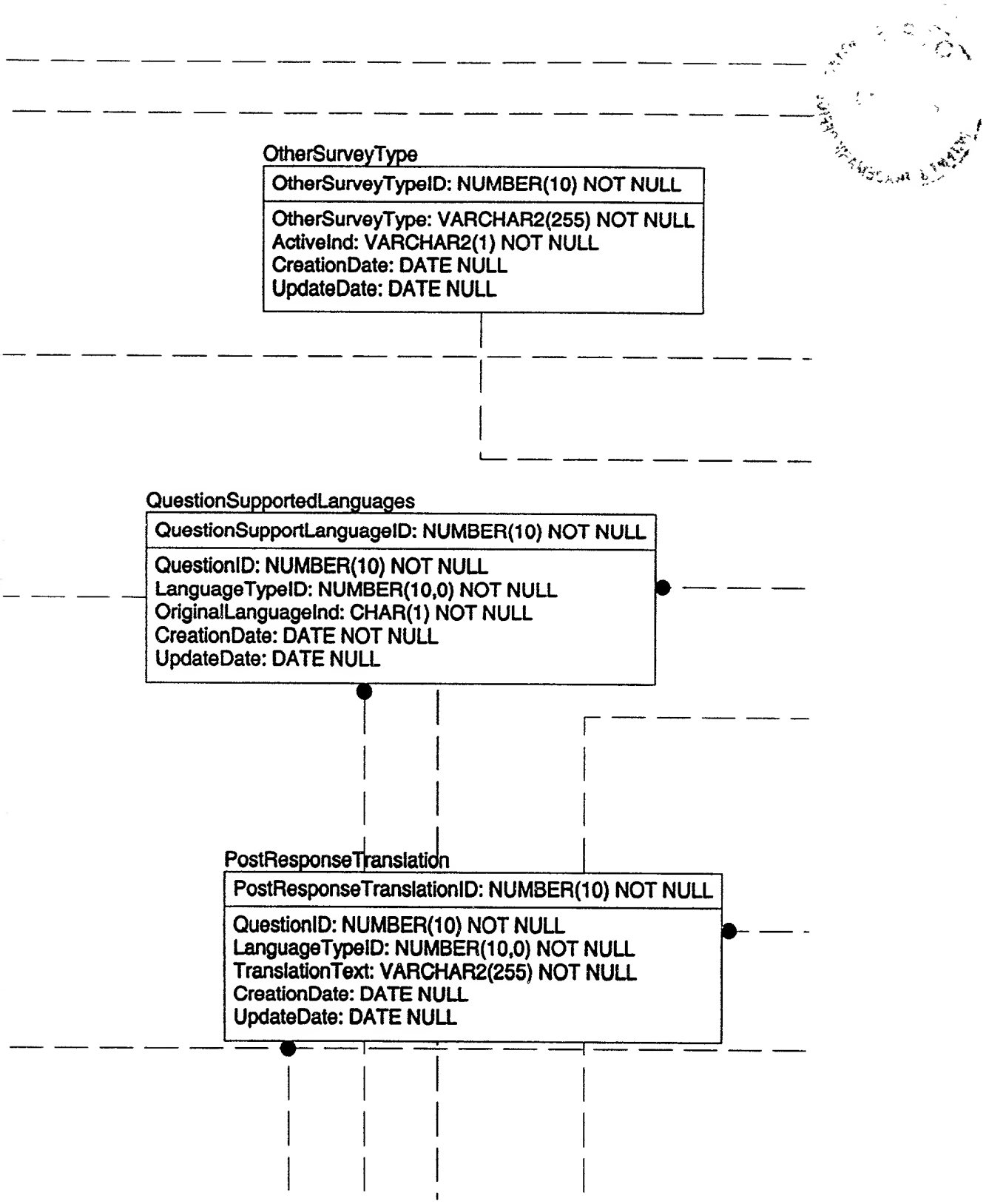

OtherSurveyType
OtherSurveyTypeID: NUMBER(10) NOT NULL
OtherSurveyType: VARCHAR2(255) NOT NULL
ActiveInd: VARCHAR2(1) NOT NULL
CreationDate: DATE NULL
UpdateDate: DATE NULL
QuestionSupportedLanguages
QuestionSupportLanguageID: NUMBER(10) NOT NULL
QuestionID: NUMBER(10) NOT NULL
LanguageTypeID: NUMBER(10,0) NOT NULL
OriginalLanguageInd: CHAR(1) NOT NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL
PostResponseTranslation
PostResponseTranslationID: NUMBER(10) NOT NULL
QuestionID: NUMBER(10) NOT NULL
LanguageTypeID: NUMBER(10,0) NOT NULL
TranslationText: VARCHAR2(255) NOT NULL
CreationDate: DATE NULL
UpdateDate: DATE NULL

FIG.14D

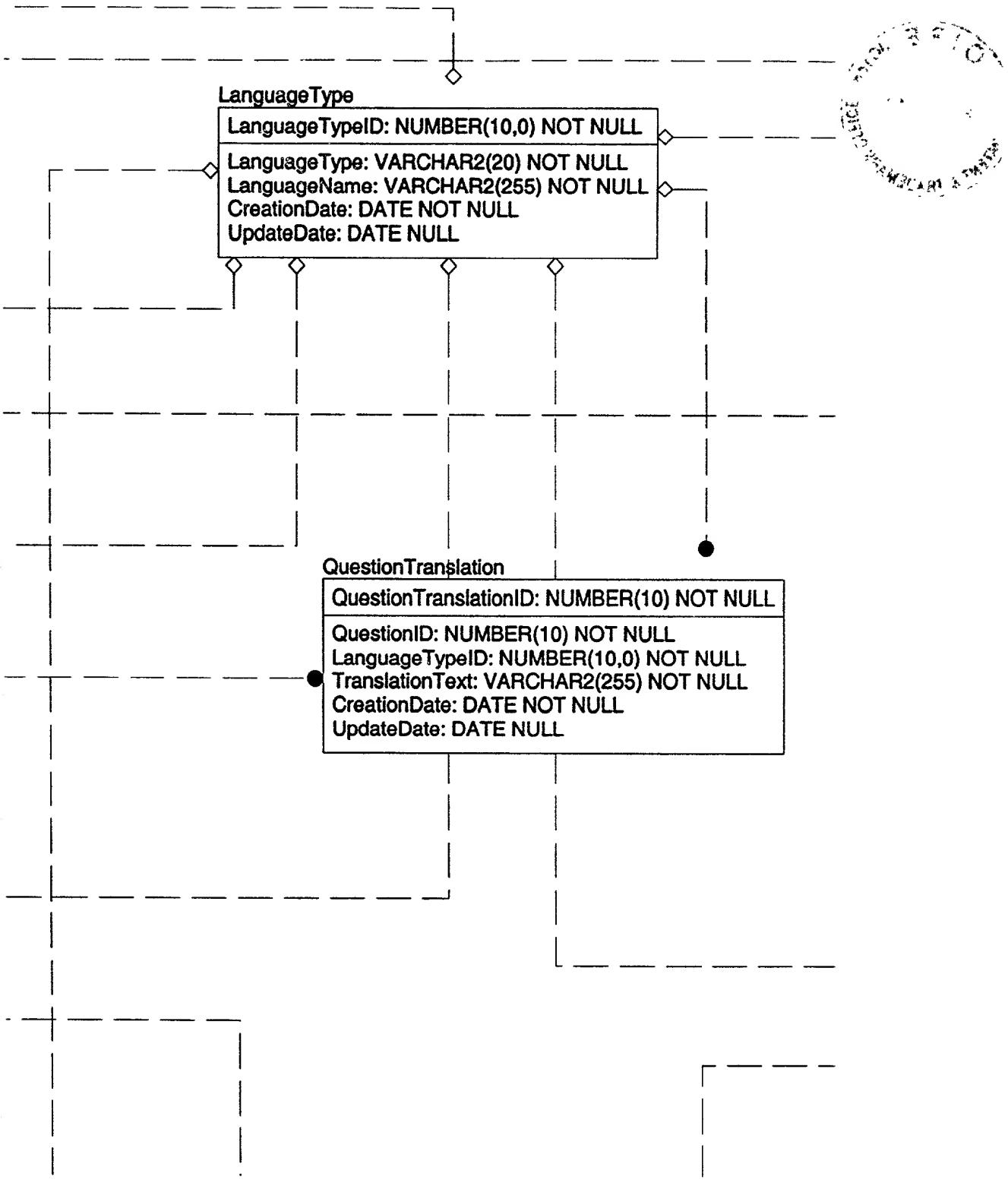

LanguageType
LanguageTypeID: NUMBER(10,0) NOT NULL
LanguageType: VARCHAR2(20) NOT NULL
LanguageName: VARCHAR2(255) NOT NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL
QuestionTranslation
QuestionTranslationID: NUMBER(10) NOT NULL
QuestionID: NUMBER(10) NOT NULL
LanguageTypeID: NUMBER(10,0) NOT NULL
TranslationText: VARCHAR2(255) NOT NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL

FIG.14E

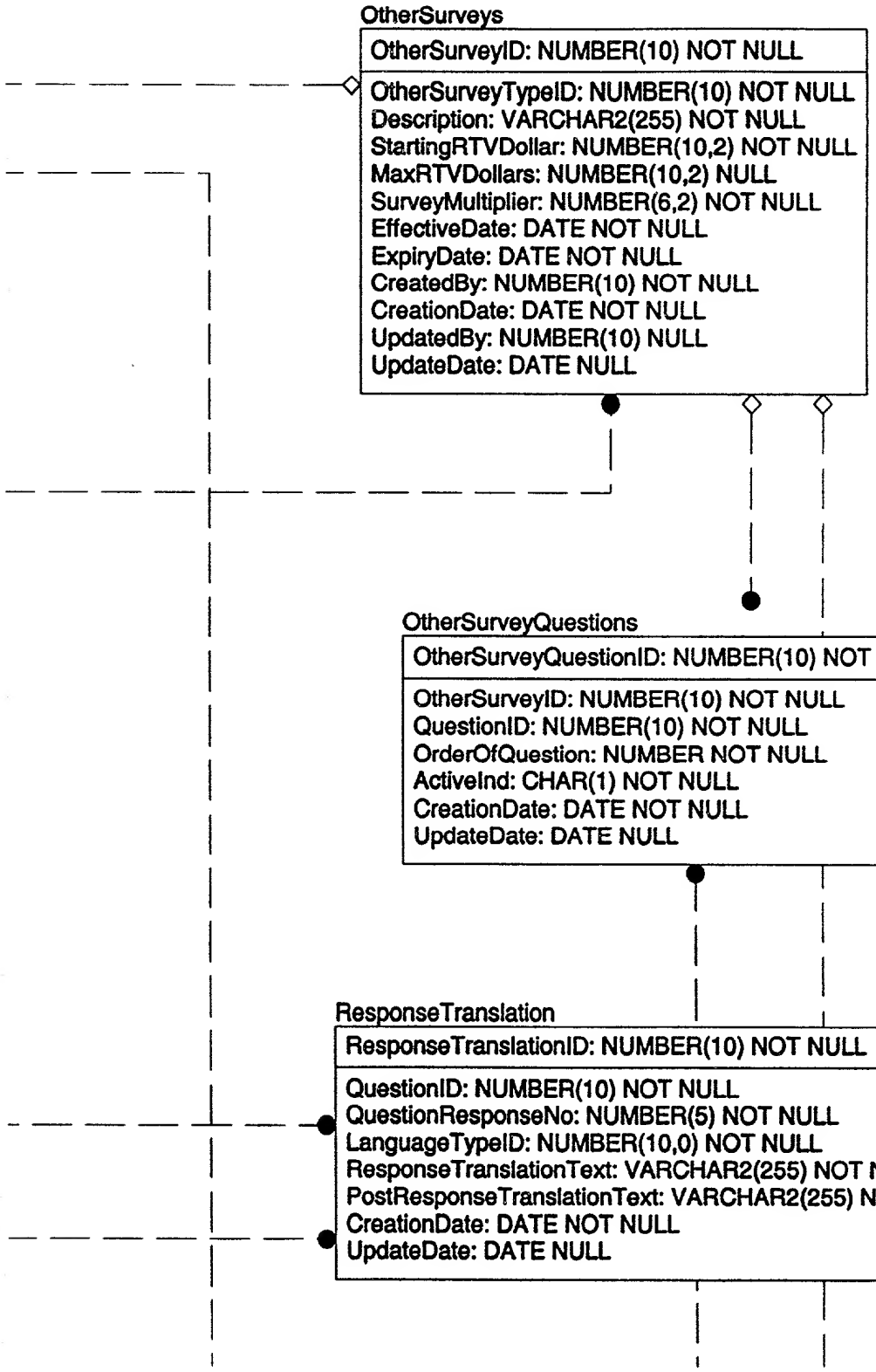

OtherSurveys
OtherSurveyID: NUMBER(10) NOT NULL
OtherSurveyTypeID: NUMBER(10) NOT NULL
Description: VARCHAR2(255) NOT NULL
StartingRTVDollar: NUMBER(10,2) NOT NULL
MaxRTVDollars: NUMBER(10,2) NULL
SurveyMultiplier: NUMBER(6,2) NOT NULL
EffectiveDate: DATE NOT NULL
ExpiryDate: DATE NOT NULL
CreatedBy: NUMBER(10) NOT NULL
CreationDate: DATE NOT NULL
UpdatedBy: NUMBER(10) NULL
UpdateDate: DATE NULL
OtherSurveyQuestions
OtherSurveyQuestionID: NUMBER(10) NOT NULL
OtherSurveyID: NUMBER(10) NOT NULL
QuestionID: NUMBER(10) NOT NULL
OrderOfQuestion: NUMBER NOT NULL
ActiveInd: CHAR(1) NOT NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL
ResponseTranslation
ResponseTranslationID: NUMBER(10) NOT NULL
QuestionID: NUMBER(10) NOT NULL
QuestionResponseNo: NUMBER(5) NOT NULL
LanguageTypeID: NUMBER(10,0) NOT NULL
ResponseTranslationText: VARCHAR2(255) NOT NULL
PostResponseTranslationText: VARCHAR2(255) NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL

FIG.14F

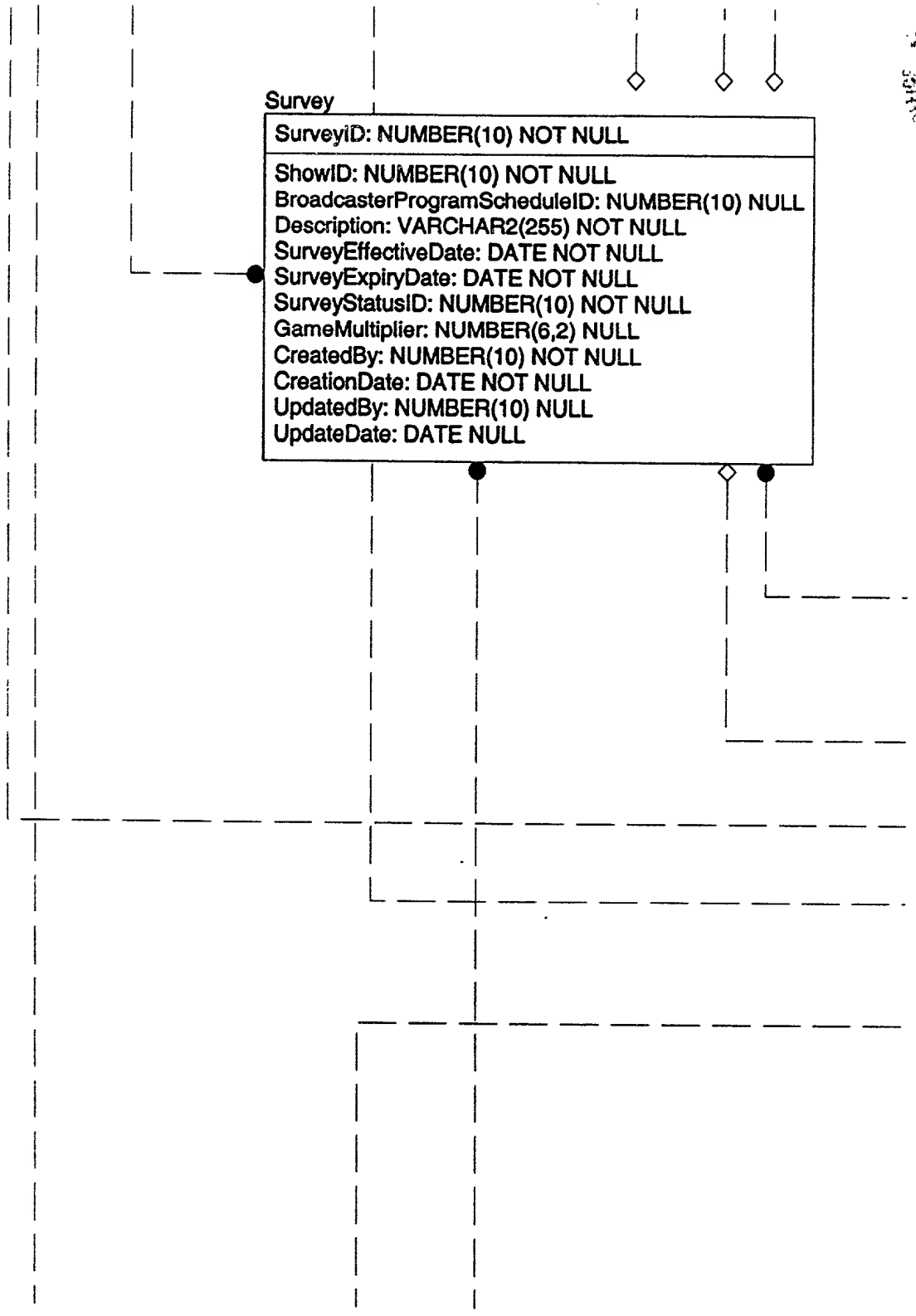

Survey
SurveyID: NUMBER(10) NOT NULL
ShowID: NUMBER(10) NOT NULL
BroadcasterProgramScheduleID: NUMBER(10) NULL
Description: VARCHAR2(255) NOT NULL
SurveyEffectiveDate: DATE NOT NULL
SurveyExpiryDate: DATE NOT NULL
SurveyStatusID: NUMBER(10) NOT NULL
GameMultiplier: NUMBER(6,2) NULL
CreatedBy: NUMBER(10) NOT NULL
CreationDate: DATE NOT NULL
UpdatedBy: NUMBER(10) NULL
UpdateDate: DATE NULL

FIG.14G

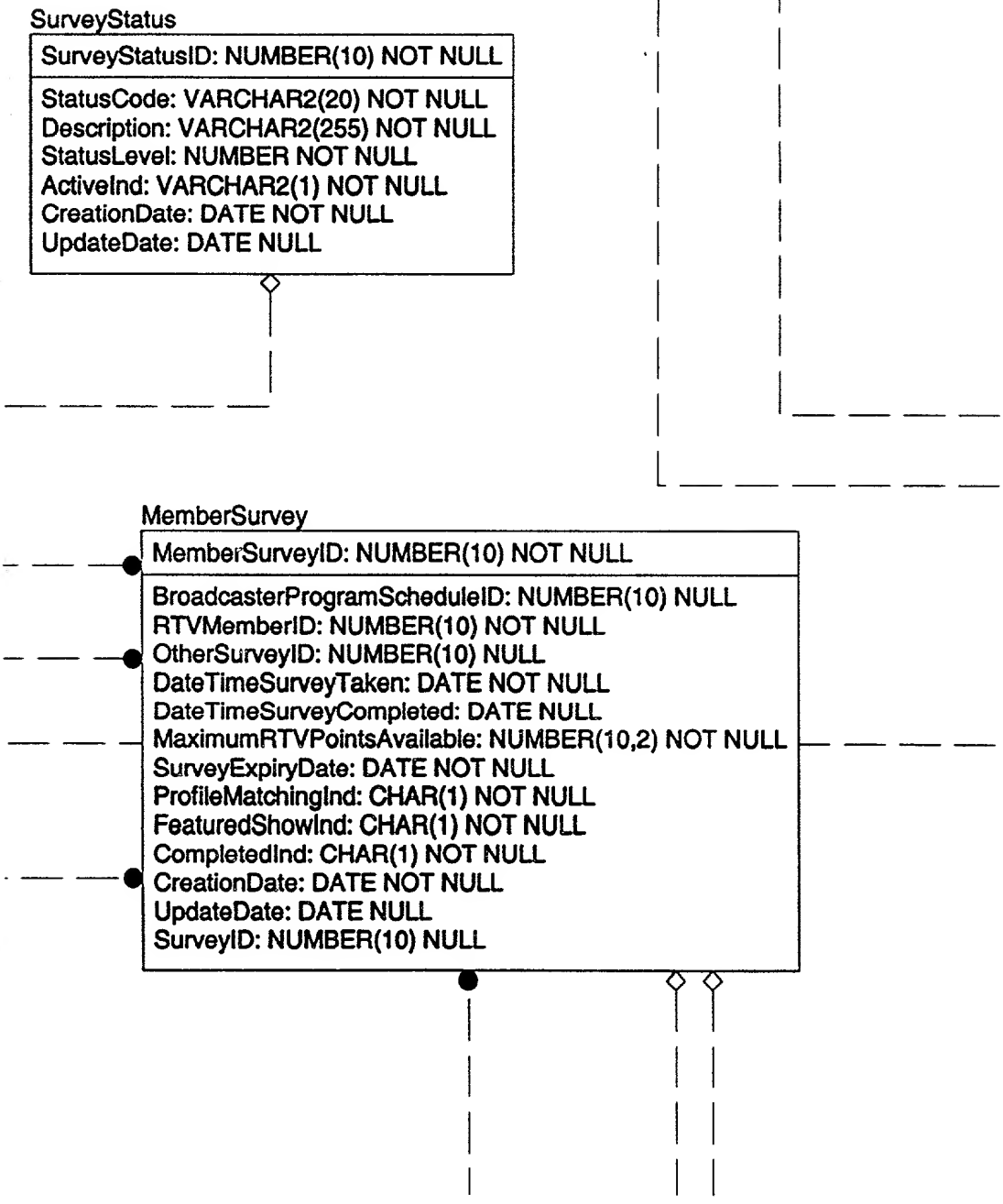

SurveyStatus
SurveyStatusID: NUMBER(10) NOT NULL
StatusCode: VARCHAR2(20) NOT NULL
Description: VARCHAR2(255) NOT NULL
StatusLevel: NUMBER NOT NULL
ActiveInd: VARCHAR2(1) NOT NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL
MemberSurvey
MemberSurveyID: NUMBER(10) NOT NULL
BroadcasterProgramScheduleID: NUMBER(10) NULL
RTVMemberID: NUMBER(10) NOT NULL
OtherSurveyID: NUMBER(10) NULL
DateTimeSurveyTaken: DATE NOT NULL
DateTimeSurveyCompleted: DATE NULL
MaximumRTVPointsAvailable: NUMBER(10,2) NOT NULL
SurveyExpiryDate: DATE NOT NULL
ProfileMatchingInd: CHAR(1) NOT NULL
FeaturedShowInd: CHAR(1) NOT NULL
CompletedInd: CHAR(1) NOT NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL
SurveyID: NUMBER(10) NULL

FIG.14H

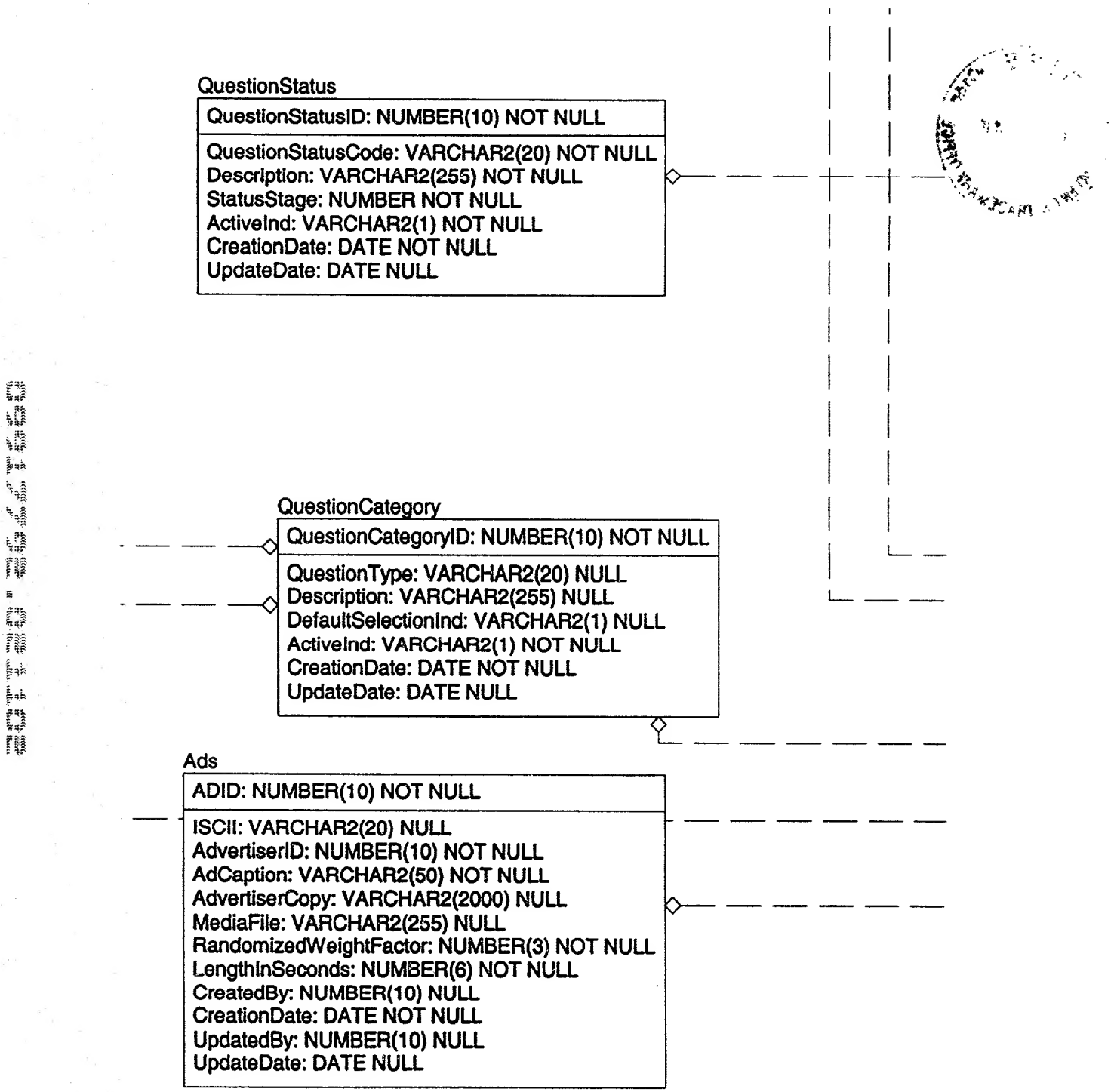

QuestionStatus
QuestionStatusID: NUMBER(10) NOT NULL
QuestionStatusCode: VARCHAR2(20) NOT NULL
Description: VARCHAR2(255) NOT NULL
StatusStage: NUMBER NOT NULL
ActiveInd: VARCHAR2(1) NOT NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL
QuestionCategory
QuestionCategoryID: NUMBER(10) NOT NULL
QuestionType: VARCHAR2(20) NULL
Description: VARCHAR2(255) NULL
DefaultSelectionInd: VARCHAR2(1) NULL
ActiveInd: VARCHAR2(1) NOT NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL
Ads
ADID: NUMBER(10) NOT NULL
ISCII: VARCHAR2(20) NULL
AdvertiserID: NUMBER(10) NOT NULL
AdCaption: VARCHAR2(50) NOT NULL
AdvertiserCopy: VARCHAR2(2000) NULL
MediaFile: VARCHAR2(255) NULL
RandomizedWeightFactor: NUMBER(3) NOT NULL
LengthInSeconds: NUMBER(6) NOT NULL
CreatedBy: NUMBER(10) NULL
CreationDate: DATE NOT NULL
UpdatedBy: NUMBER(10) NULL
UpdateDate: DATE NULL

FIG.14I

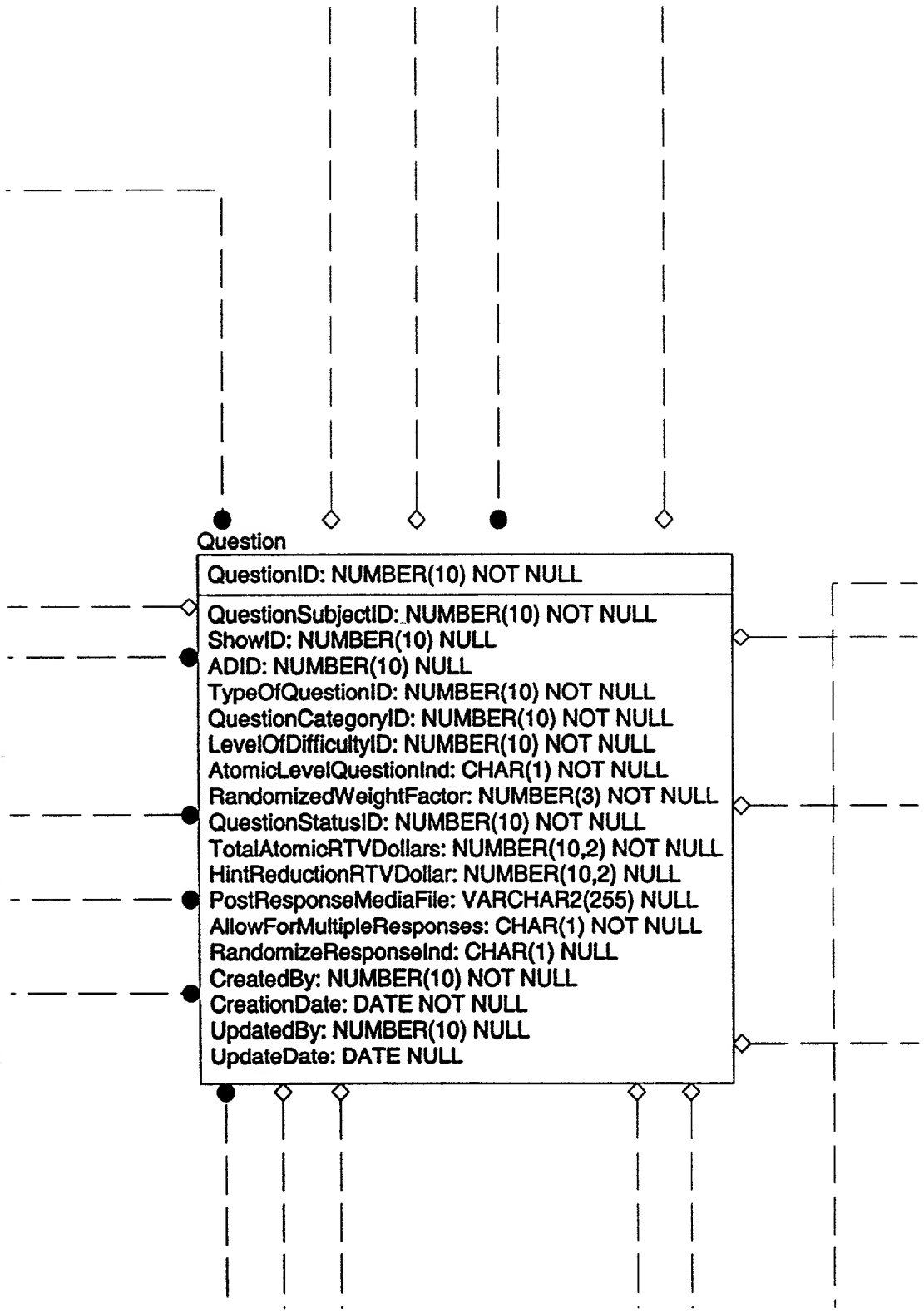

Question
QuestionID: NUMBER(10) NOT NULL
QuestionSubjectID: NUMBER(10) NOT NULL
ShowID: NUMBER(10) NULL
ADID: NUMBER(10) NULL
TypeOfQuestionID: NUMBER(10) NOT NULL
QuestionCategoryID: NUMBER(10) NOT NULL
LevelOfDifficultyID: NUMBER(10) NOT NULL
AtomicLevelQuestionInd: CHAR(1) NOT NULL
RandomizedWeightFactor: NUMBER(3) NOT NULL
QuestionStatusID: NUMBER(10) NOT NULL
TotalAtomicRTVDollars: NUMBER(10,2) NOT NULL
HintReductionRTVDollar: NUMBER(10,2) NULL
PostResponseMediaFile: VARCHAR2(255) NULL
AllowForMultipleResponses: CHAR(1) NOT NULL
RandomizeResponseInd: CHAR(1) NULL
CreatedBy: NUMBER(10) NOT NULL
CreationDate: DATE NOT NULL
UpdatedBy: NUMBER(10) NULL
UpdateDate: DATE NULL

FIG.14J

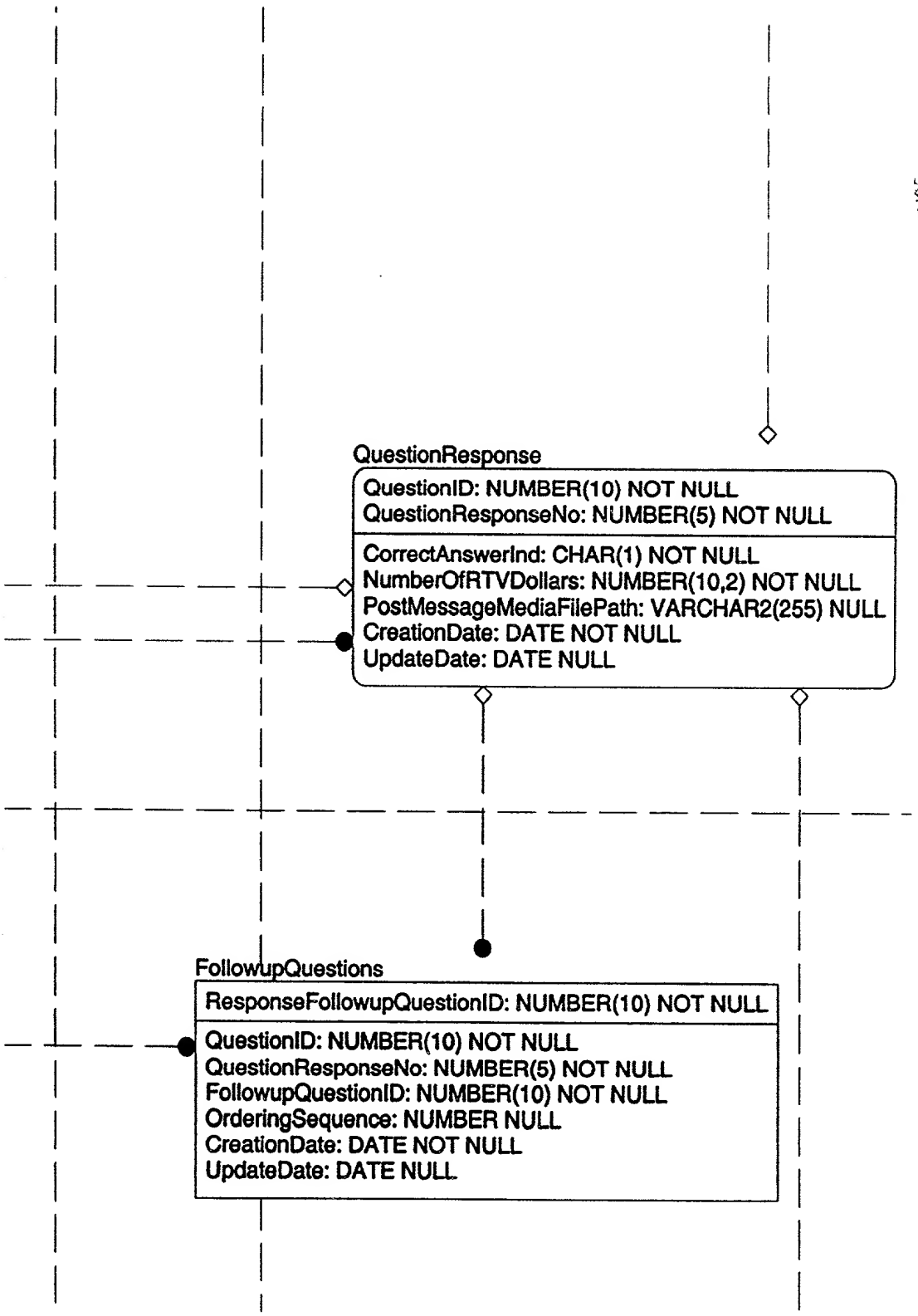

QuestionResponse
QuestionID: NUMBER(10) NOT NULL
QuestionResponseNo: NUMBER(5) NOT NULL
CorrectAnswerInd: CHAR(1) NOT NULL
NumberOfRTVDollars: NUMBER(10,2) NOT NULL
PostMessageMediaFilePath: VARCHAR2(255) NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL
FollowupQuestions
ResponseFollowupQuestionID: NUMBER(10) NOT NULL
QuestionID: NUMBER(10) NOT NULL
QuestionResponseNo: NUMBER(5) NOT NULL
FollowupQuestionID: NUMBER(10) NOT NULL
OrderingSequence: NUMBER NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL

FIG.14K

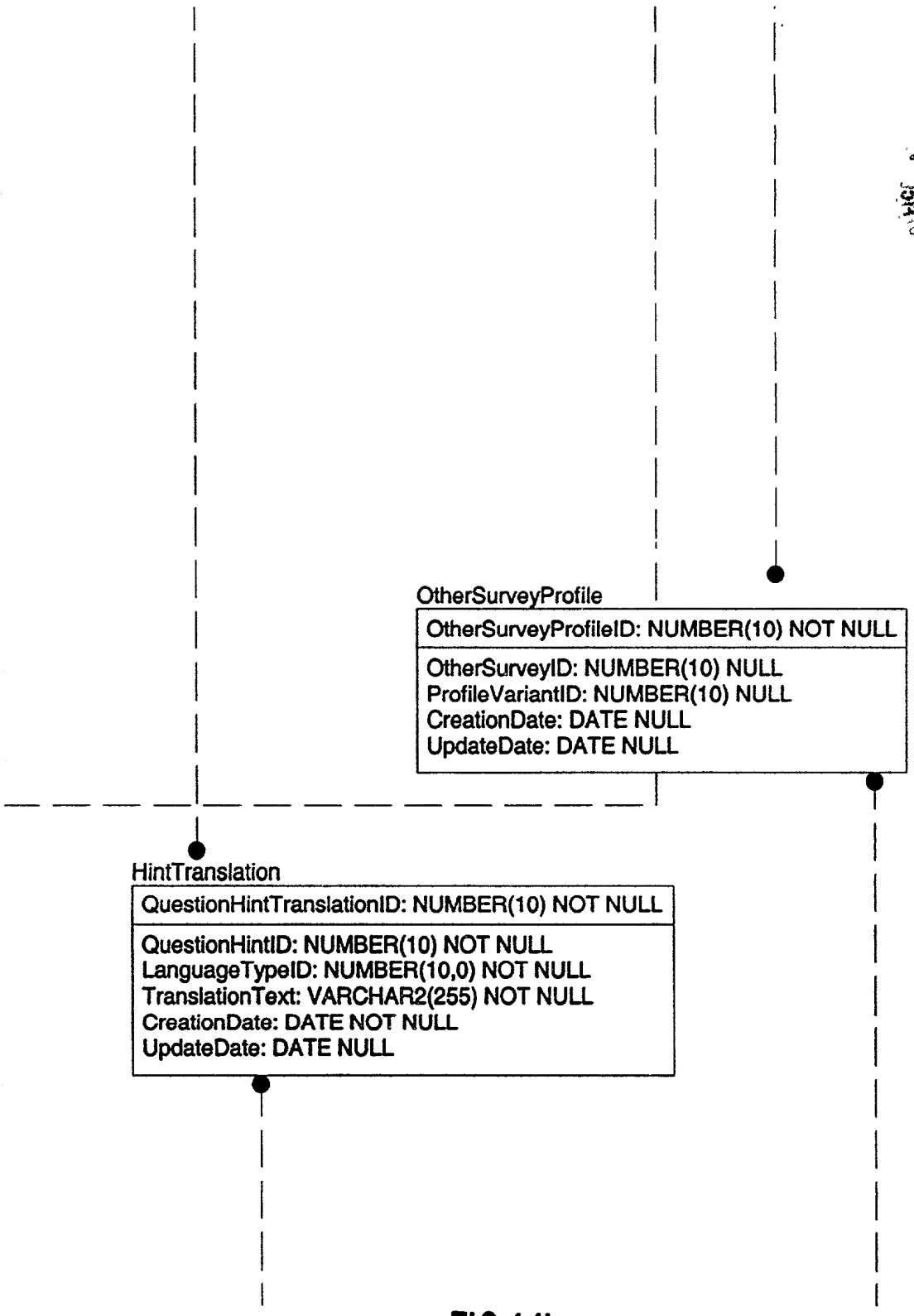
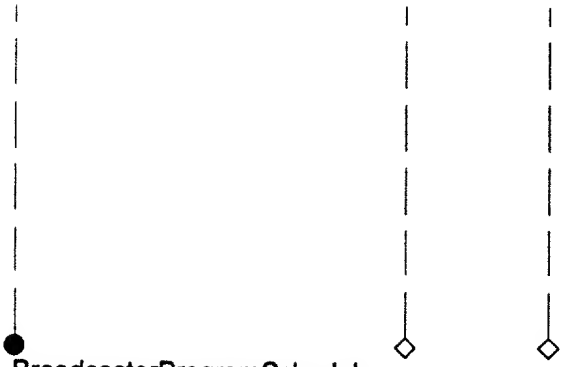

OtherSurveyProfile
OtherSurveyProfileID: NUMBER(10) NOT NULL
OtherSurveyID: NUMBER(10) NULL
ProfileVariantID: NUMBER(10) NULL
CreationDate: DATE NULL
UpdateDate: DATE NULL
HintTranslation
QuestionHintTranslationID: NUMBER(10) NOT NULL
QuestionHintID: NUMBER(10) NOT NULL
LanguageTypeID: NUMBER(10,0) NOT NULL
TranslationText: VARCHAR2(255) NOT NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL

FIG.14L



BroadcasterProgramSchedule

BroadcasterProgramScheduleID: NUMBER(10) NOT NULL
ShowID: NUMBER(10) NOT NULL BroadcasterID: NUMBER(10) NOT NULL AirDateTime: DATE NOT NULL AirTime: NUMBER NULL Duration: NUMBER(4) NULL PartNum: NUMBER(5) NULL NumOfParts: NUMBER(5) NULL ClosedCaptionInd: CHAR(1) NOT NULL StereoInd: CHAR(1) NOT NULL RepeatInd: CHAR(1) NOT NULL LiveTapeDelay: VARCHAR2(5) NULL SubTitledInd: CHAR(1) NOT NULL PremiereFinal: VARCHAR2(15) NULL JoinedInProgressInd: CHAR(1) NOT NULL CableInClassRoomInd: CHAR(1) NOT NULL TVRating: VARCHAR2(4) NULL SAPIndicator: CHAR(1) NOT NULL BlackoutInd: CHAR(1) NOT NULL SexRatingInd: CHAR(1) NOT NULL ViolenceInd: CHAR(1) NOT NULL LanguageRatingInd: CHAR(1) NOT NULL DialogRatingInd: CHAR(1) NOT NULL FantasyInd: CHAR(1) NOT NULL EnhancedInd: CHAR(1) NOT NULL ThreeDInd: CHAR(1) NOT NULL LetterBoxInd: CHAR(1) NOT NULL HDTVInd: CHAR(1) NOT NULL DolbyInd: CHAR(1) NOT NULL DVSInd: CHAR(1) NOT NULL CreationDate: DATE NOT NULL UpdateDate: DATE NULL

FIG.14M

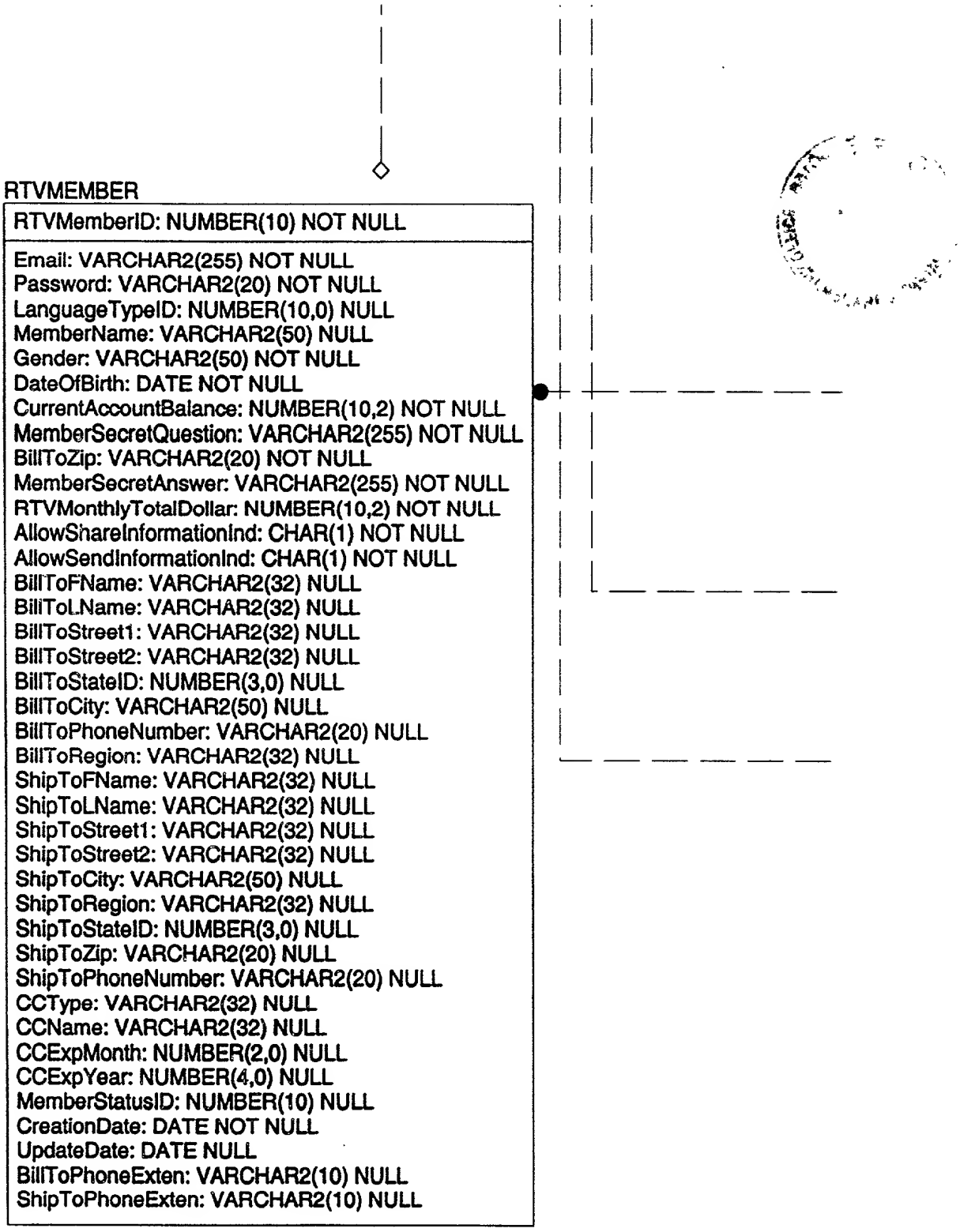

RTVMEMBER
RTVMemberID: NUMBER(10) NOT NULL
Email: VARCHAR2(255) NOT NULL
Password: VARCHAR2(20) NOT NULL
LanguageTypeID: NUMBER(10,0) NULL
MemberName: VARCHAR2(50) NULL
Gender: VARCHAR2(50) NOT NULL
DateOfBirth: DATE NOT NULL
CurrentAccountBalance: NUMBER(10,2) NOT NULL
MemberSecretQuestion: VARCHAR2(255) NOT NULL
BillToZip: VARCHAR2(20) NOT NULL
MemberSecretAnswer: VARCHAR2(255) NOT NULL
RTVMonthlyTotalDollar: NUMBER(10,2) NOT NULL
AllowShareInformationInd: CHAR(1) NOT NULL
AllowSendInformationInd: CHAR(1) NOT NULL
BillToFName: VARCHAR2(32) NULL
BillToLName: VARCHAR2(32) NULL
BillToStreet1: VARCHAR2(32) NULL
BillToStreet2: VARCHAR2(32) NULL
BillToStateID: NUMBER(3,0) NULL
BillToCity: VARCHAR2(50) NULL
BillToPhoneNumber: VARCHAR2(20) NULL
BillToRegion: VARCHAR2(32) NULL
ShipToFName: VARCHAR2(32) NULL
ShipToLName: VARCHAR2(32) NULL
ShipToStreet1: VARCHAR2(32) NULL
ShipToStreet2: VARCHAR2(32) NULL
ShipToCity: VARCHAR2(50) NULL
ShipToRegion: VARCHAR2(32) NULL
ShipToStateID: NUMBER(3,0) NULL
ShipToZip: VARCHAR2(20) NULL
ShipToPhoneNumber: VARCHAR2(20) NULL
CCType: VARCHAR2(32) NULL
CCName: VARCHAR2(32) NULL
CCExpMonth: NUMBER(2,0) NULL
CCExpYear: NUMBER(4,0) NULL
MemberStatusID: NUMBER(10) NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL
BillToPhoneExten: VARCHAR2(10) NULL
ShipToPhoneExten: VARCHAR2(10) NULL

FIG.14N

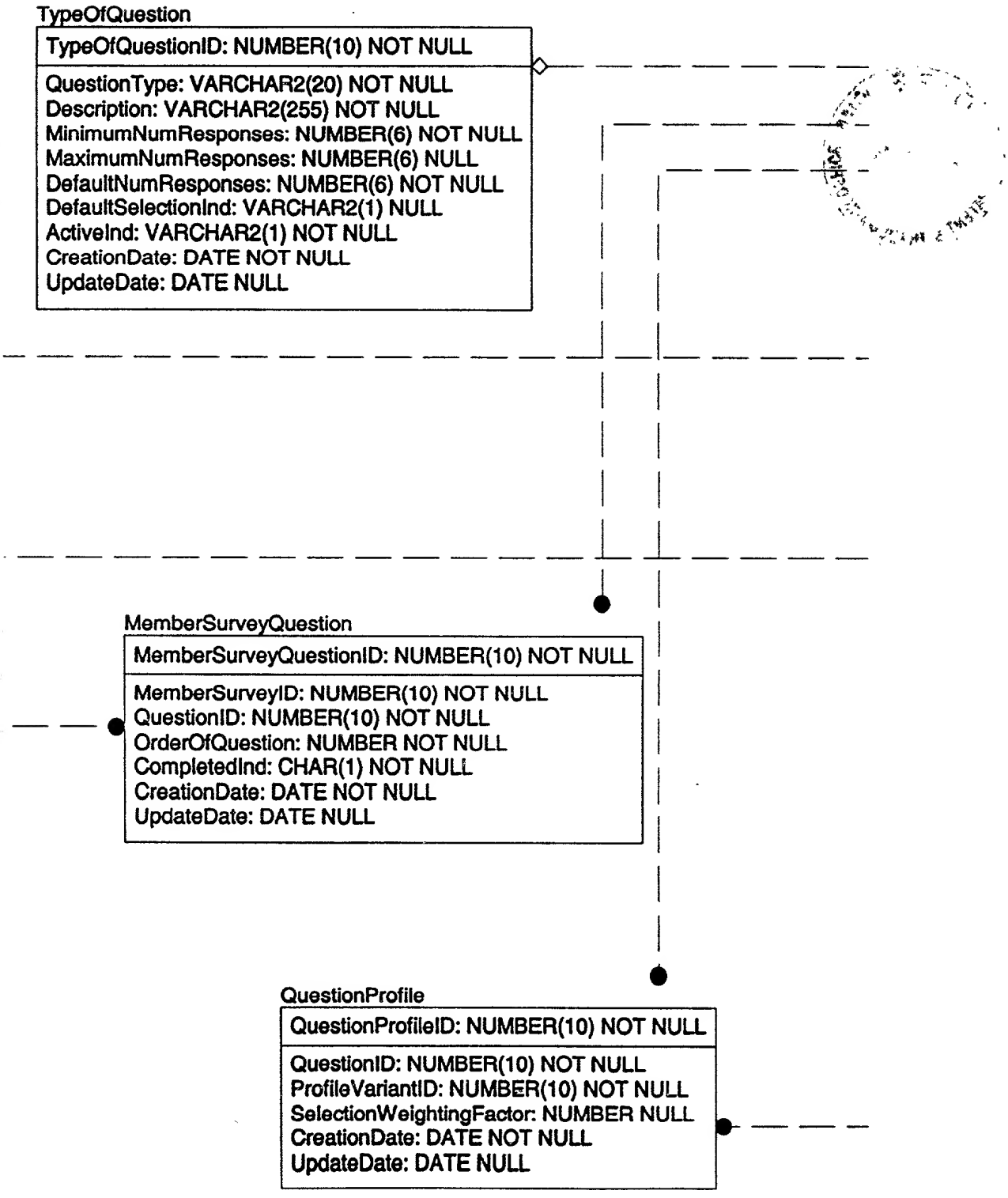

TypeOfQuestion
TypeOfQuestionID: NUMBER(10) NOT NULL
QuestionType: VARCHAR2(20) NOT NULL
Description: VARCHAR2(255) NOT NULL
MinimumNumResponses: NUMBER(6) NOT NULL
MaximumNumResponses: NUMBER(6) NULL
DefaultNumResponses: NUMBER(6) NOT NULL
DefaultSelectionInd: VARCHAR2(1) NULL
ActiveInd: VARCHAR2(1) NOT NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL
MemberSurveyQuestion
MemberSurveyQuestionID: NUMBER(10) NOT NULL
MemberSurveyID: NUMBER(10) NOT NULL
QuestionID: NUMBER(10) NOT NULL
OrderOfQuestion: NUMBER NOT NULL
CompletedInd: CHAR(1) NOT NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL
QuestionProfile
QuestionProfileID: NUMBER(10) NOT NULL
QuestionID: NUMBER(10) NOT NULL
ProfileVariantID: NUMBER(10) NOT NULL
SelectionWeightingFactor: NUMBER NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL

FIG.140

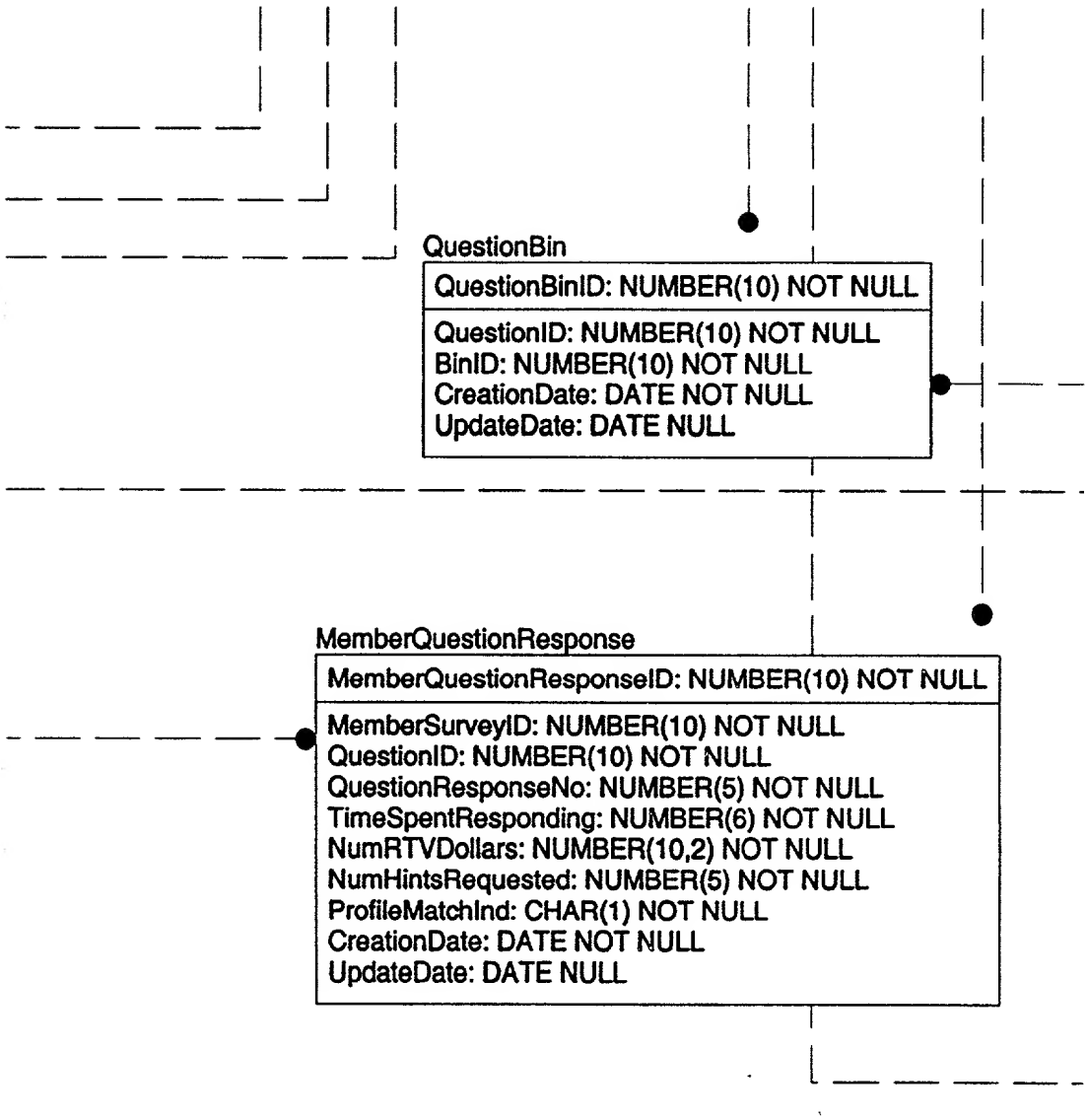

QuestionBin
QuestionBinID: NUMBER(10) NOT NULL
QuestionID: NUMBER(10) NOT NULL
BinID: NUMBER(10) NOT NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL
MemberQuestionResponse
MemberQuestionResponseID: NUMBER(10) NOT NULL
MemberSurveyID: NUMBER(10) NOT NULL
QuestionID: NUMBER(10) NOT NULL
QuestionResponseNo: NUMBER(5) NOT NULL
TimeSpentResponding: NUMBER(6) NOT NULL
NumRTVDollars: NUMBER(10,2) NOT NULL
NumHintsRequested: NUMBER(5) NOT NULL
ProfileMatchInd: CHAR(1) NOT NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL

FIG.14P

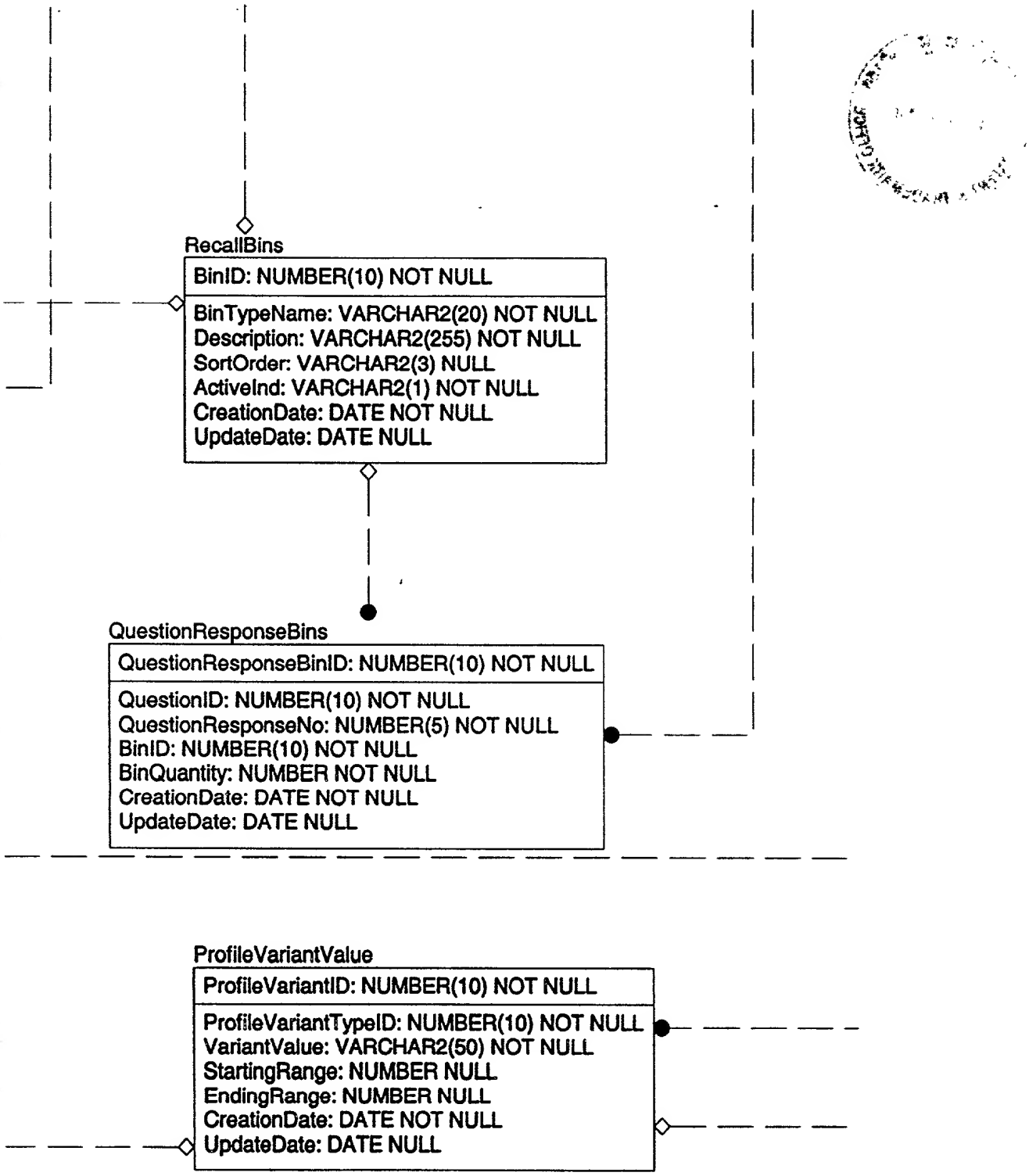

RecallBins
BinID: NUMBER(10) NOT NULL
BinTypeName: VARCHAR2(20) NOT NULL
Description: VARCHAR2(255) NOT NULL
SortOrder: VARCHAR2(3) NULL
ActiveInd: VARCHAR2(1) NOT NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL
QuestionResponseBins
QuestionResponseBinID: NUMBER(10) NOT NULL
QuestionID: NUMBER(10) NOT NULL
QuestionResponseNo: NUMBER(5) NOT NULL
BinID: NUMBER(10) NOT NULL
BinQuantity: NUMBER NOT NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL
ProfileVariantValue
ProfileVariantID: NUMBER(10) NOT NULL
ProfileVariantTypeID: NUMBER(10) NOT NULL
VariantValue: VARCHAR2(50) NOT NULL
StartingRange: NUMBER NULL
EndingRange: NUMBER NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL

FIG.14Q

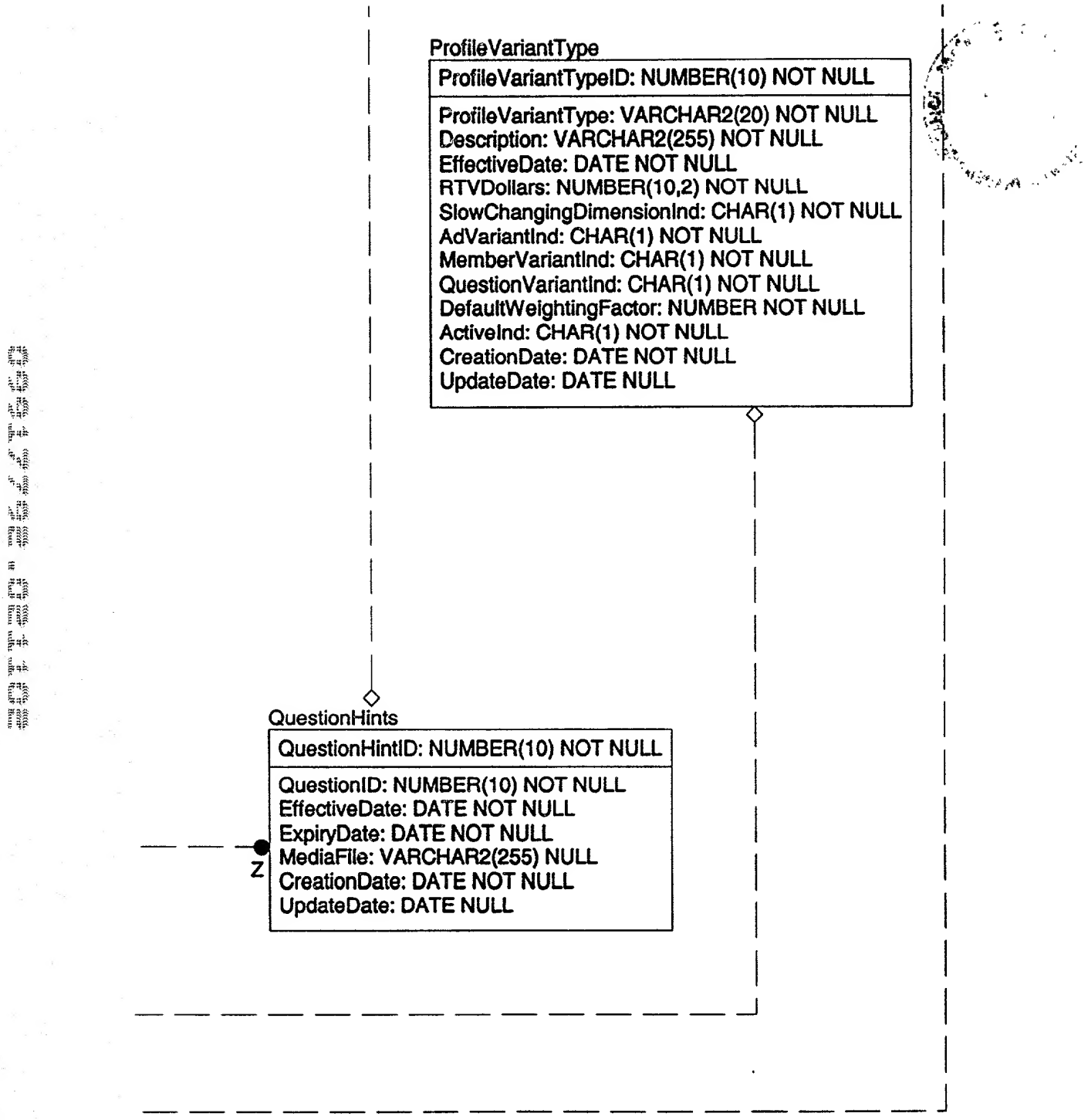

ProfileVariantType
ProfileVariantTypeID: NUMBER(10) NOT NULL
ProfileVariantType: VARCHAR2(20) NOT NULL
Description: VARCHAR2(255) NOT NULL
EffectiveDate: DATE NOT NULL
RTVDollars: NUMBER(10,2) NOT NULL
SlowChangingDimensionInd: CHAR(1) NOT NULL
AdVariantInd: CHAR(1) NOT NULL
MemberVariantInd: CHAR(1) NOT NULL
QuestionVariantInd: CHAR(1) NOT NULL
DefaultWeightingFactor: NUMBER NOT NULL
ActiveInd: CHAR(1) NOT NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL
QuestionHints
QuestionHintID: NUMBER(10) NOT NULL
QuestionID: NUMBER(10) NOT NULL
EffectiveDate: DATE NOT NULL
ExpiryDate: DATE NOT NULL
MediaFile: VARCHAR2(255) NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL
Z

FIG.14R

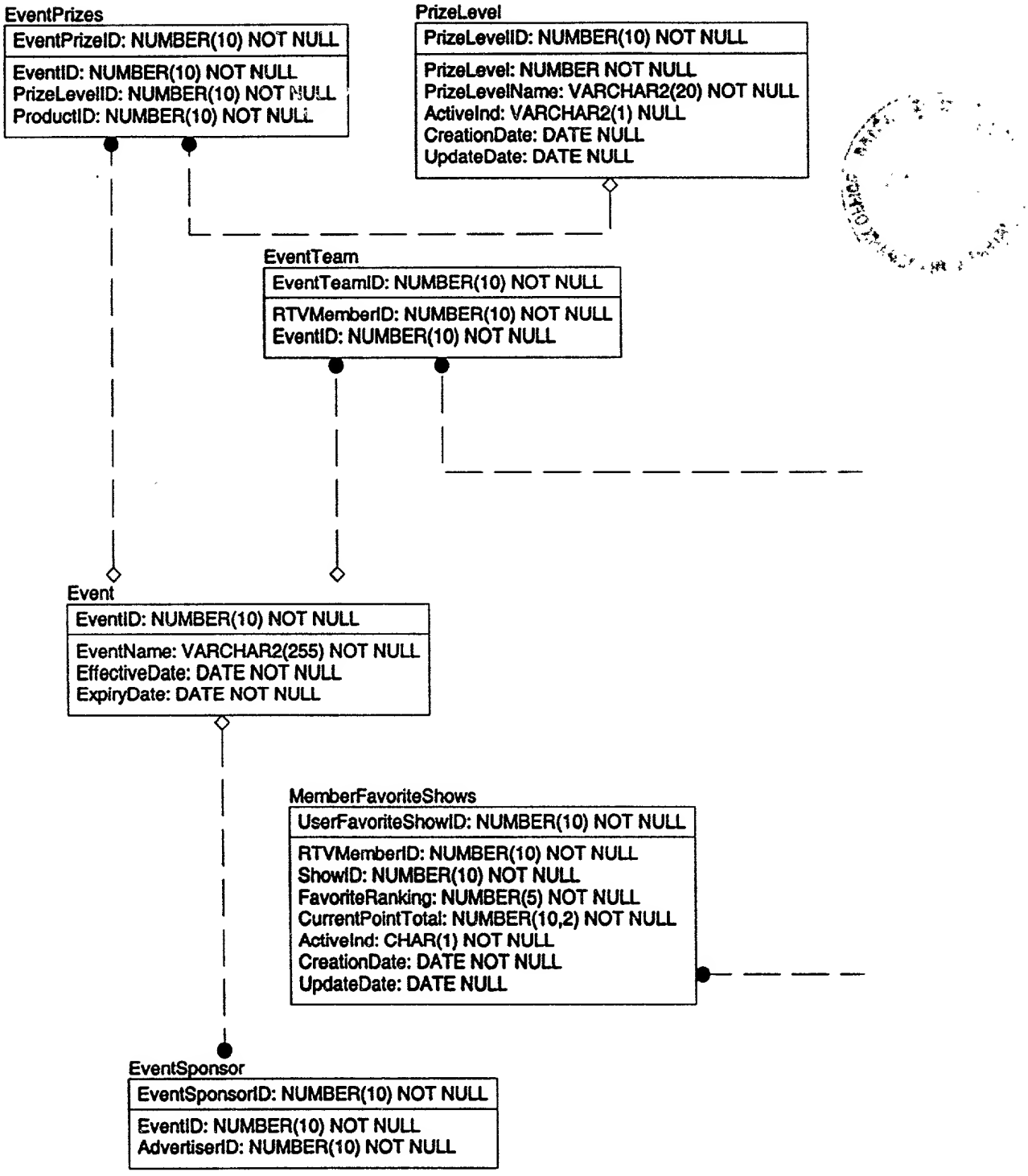

EventPrizes
EventPrizeID: NUMBER(10) NOT NULL
EventID: NUMBER(10) NOT NULL
PrizeLevelID: NUMBER(10) NOT NULL
ProductID: NUMBER(10) NOT NULL
PrizeLevel
PrizeLevelID: NUMBER(10) NOT NULL
PrizeLevel: NUMBER NOT NULL
PrizeLevelName: VARCHAR2(20) NOT NULL
ActiveInd: VARCHAR2(1) NULL
CreationDate: DATE NULL
UpdateDate: DATE NULL
EventTeam
EventTeamID: NUMBER(10) NOT NULL
RTVMemberID: NUMBER(10) NOT NULL
EventID: NUMBER(10) NOT NULL
Event
EventID: NUMBER(10) NOT NULL
EventName: VARCHAR2(255) NOT NULL
EffectiveDate: DATE NOT NULL
ExpiryDate: DATE NOT NULL
MemberFavoriteShows
UserFavoriteShowID: NUMBER(10) NOT NULL
RTVMemberID: NUMBER(10) NOT NULL
ShowID: NUMBER(10) NOT NULL
FavoriteRanking: NUMBER(5) NOT NULL
CurrentPointTotal: NUMBER(10,2) NOT NULL
ActiveInd: CHAR(1) NOT NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL
EventSponsor
EventSponsorID: NUMBER(10) NOT NULL
EventID: NUMBER(10) NOT NULL
AdvertiserID: NUMBER(10) NOT NULL

FIG.15A

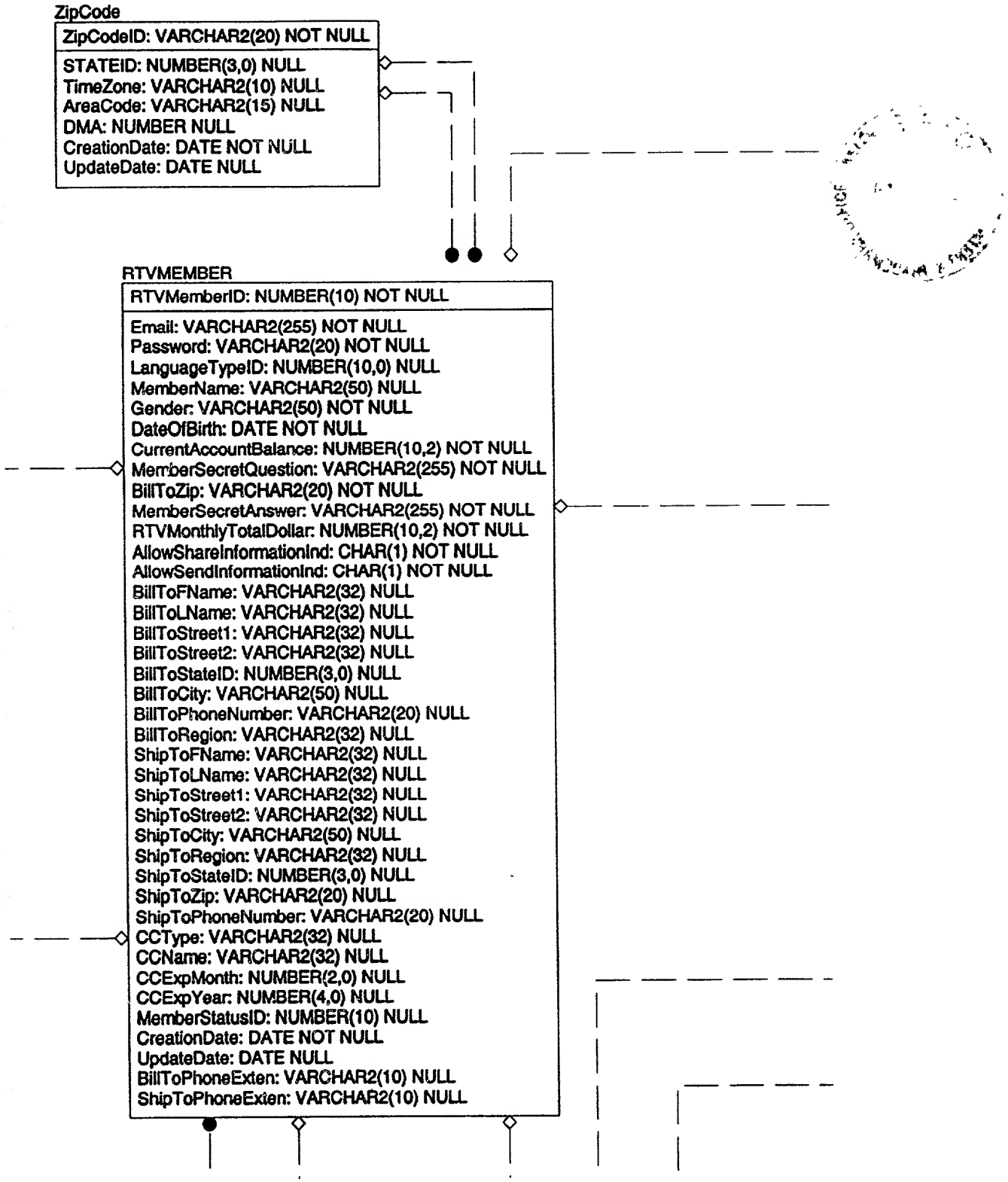

ZipCode
ZipCodeID: VARCHAR2(20) NOT NULL
STATEID: NUMBER(3,0) NULL
TimeZone: VARCHAR2(10) NULL
AreaCode: VARCHAR2(15) NULL
DMA: NUMBER NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL
RTVMEMBER
RTVMemberID: NUMBER(10) NOT NULL
Email: VARCHAR2(255) NOT NULL
Password: VARCHAR2(20) NOT NULL
LanguageTypeID: NUMBER(10,0) NULL
MemberName: VARCHAR2(50) NULL
Gender: VARCHAR2(50) NOT NULL
DateOfBirth: DATE NOT NULL
CurrentAccountBalance: NUMBER(10,2) NOT NULL
MemberSecretQuestion: VARCHAR2(255) NOT NULL
BillToZip: VARCHAR2(20) NOT NULL
MemberSecretAnswer: VARCHAR2(255) NOT NULL
RTVMonthlyTotalDollar: NUMBER(10,2) NOT NULL
AllowShareInformationInd: CHAR(1) NOT NULL
AllowSendInformationInd: CHAR(1) NOT NULL
BillToFName: VARCHAR2(32) NULL
BillToLName: VARCHAR2(32) NULL
BillToStreet1: VARCHAR2(32) NULL
BillToStreet2: VARCHAR2(32) NULL
BillToStateID: NUMBER(3,0) NULL
BillToCity: VARCHAR2(50) NULL
BillToPhoneNumber: VARCHAR2(20) NULL
BillToRegion: VARCHAR2(32) NULL
ShipToFName: VARCHAR2(32) NULL
ShipToLName: VARCHAR2(32) NULL
ShipToStreet1: VARCHAR2(32) NULL
ShipToStreet2: VARCHAR2(32) NULL
ShipToCity: VARCHAR2(50) NULL
ShipToRegion: VARCHAR2(32) NULL
ShipToStateID: NUMBER(3,0) NULL
ShipToZip: VARCHAR2(20) NULL
ShipToPhoneNumber: VARCHAR2(20) NULL
CCType: VARCHAR2(32) NULL
CCName: VARCHAR2(32) NULL
CCExpMonth: NUMBER(2,0) NULL
CCExpYear: NUMBER(4,0) NULL
MemberStatusID: NUMBER(10) NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL
BillToPhoneExten: VARCHAR2(10) NULL
ShipToPhoneExten: VARCHAR2(10) NULL

FIG.15B

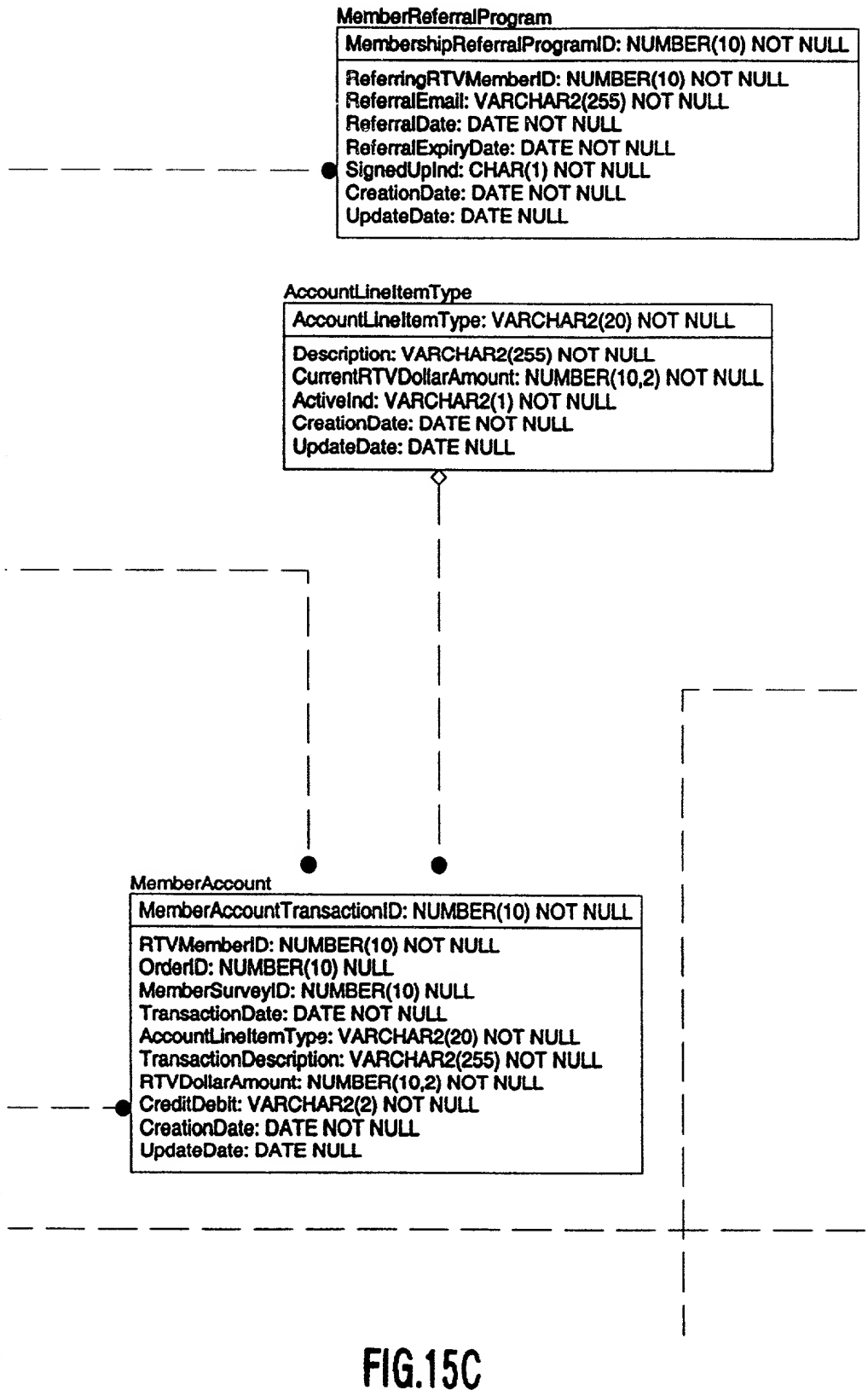

MemberReferralProgram
MembershipReferralProgramID: NUMBER(10) NOT NULL
ReferringRTVMemberID: NUMBER(10) NOT NULL
ReferralEmail: VARCHAR2(255) NOT NULL
ReferralDate: DATE NOT NULL
ReferralExpiryDate: DATE NOT NULL
SignedUpInd: CHAR(1) NOT NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL
AccountLineItemType
AccountLineItemType: VARCHAR2(20) NOT NULL
Description: VARCHAR2(255) NOT NULL
CurrentRTVDollarAmount: NUMBER(10,2) NOT NULL
ActiveInd: VARCHAR2(1) NOT NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL
MemberAccount
MemberAccountTransactionID: NUMBER(10) NOT NULL
RTVMemberID: NUMBER(10) NOT NULL
OrderID: NUMBER(10) NULL
MemberSurveyID: NUMBER(10) NULL
TransactionDate: DATE NOT NULL
AccountLineItemType: VARCHAR2(20) NOT NULL
TransactionDescription: VARCHAR2(255) NOT NULL
RTVDollarAmount: NUMBER(10,2) NOT NULL
CreditDebit: VARCHAR2(2) NOT NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL

FIG.15C

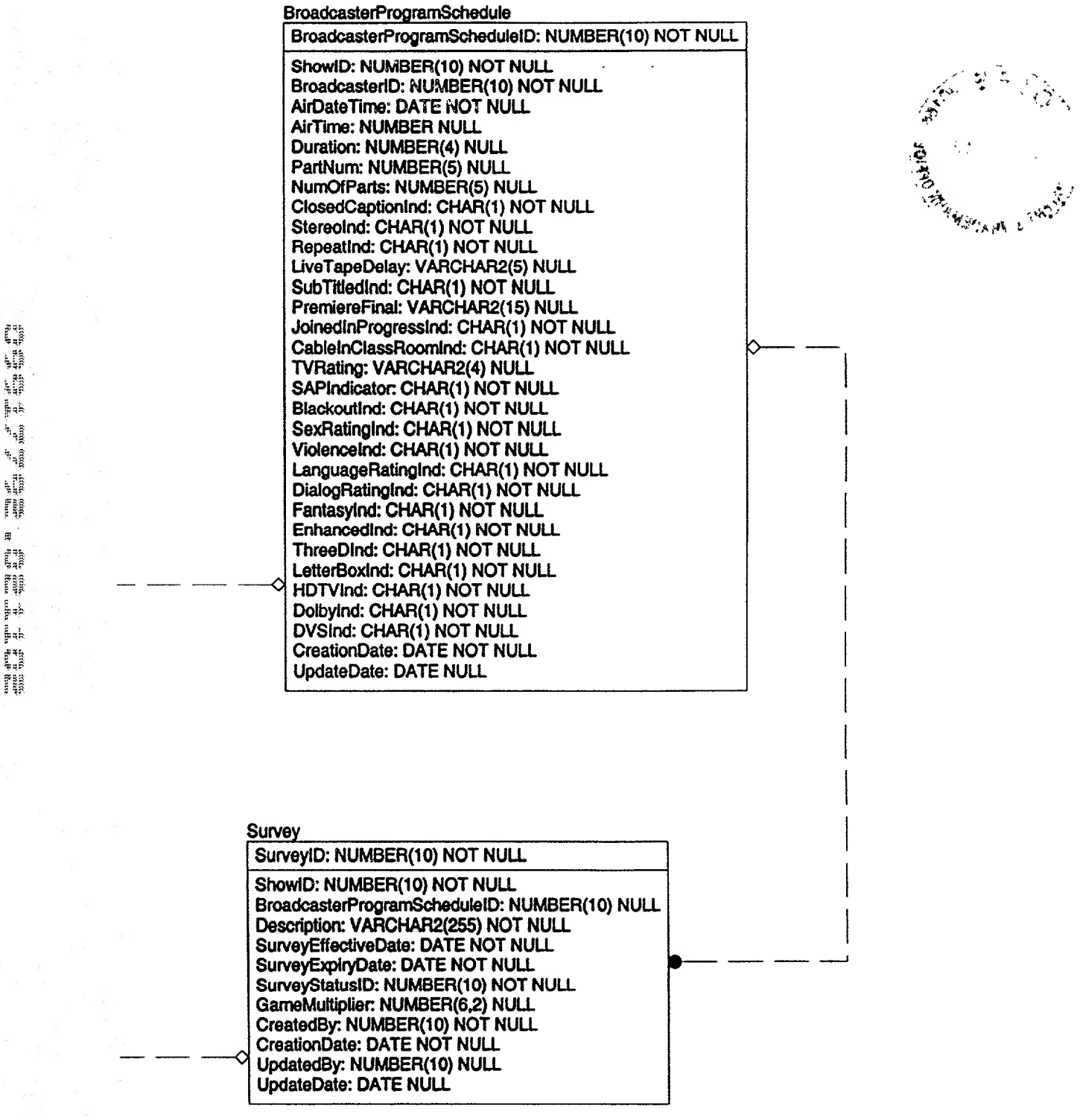

BroadcasterProgramSchedule
BroadcasterProgramScheduleID: NUMBER(10) NOT NULL
ShowID: NUMBER(10) NOT NULL
BroadcasterID: NUMBER(10) NOT NULL
AirDateTime: DATE NOT NULL
AirTime: NUMBER NULL
Duration: NUMBER(4) NULL
PartNum: NUMBER(5) NULL
NumOfParts: NUMBER(5) NULL
ClosedCaptionInd: CHAR(1) NOT NULL
StereoInd: CHAR(1) NOT NULL
RepeatInd: CHAR(1) NOT NULL
LiveTapeDelay: VARCHAR2(5) NULL
SubTitledInd: CHAR(1) NOT NULL
PremiereFinal: VARCHAR2(15) NULL
JoinedInProgressInd: CHAR(1) NOT NULL
CableInClassRoomInd: CHAR(1) NOT NULL
TVRating: VARCHAR2(4) NULL
SAPIndicator: CHAR(1) NOT NULL
BlackoutInd: CHAR(1) NOT NULL
SexRatingInd: CHAR(1) NOT NULL
ViolenceInd: CHAR(1) NOT NULL
LanguageRatingInd: CHAR(1) NOT NULL
DialogRatingInd: CHAR(1) NOT NULL
FantasyInd: CHAR(1) NOT NULL
EnhancedInd: CHAR(1) NOT NULL
ThreeDInd: CHAR(1) NOT NULL
LetterBoxInd: CHAR(1) NOT NULL
HDTVInd: CHAR(1) NOT NULL
DolbyInd: CHAR(1) NOT NULL
DVSInd: CHAR(1) NOT NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL
Survey
SurveyID: NUMBER(10) NOT NULL
ShowID: NUMBER(10) NOT NULL
BroadcasterProgramScheduleID: NUMBER(10) NULL
Description: VARCHAR2(255) NOT NULL
SurveyEffectiveDate: DATE NOT NULL
SurveyExpiryDate: DATE NOT NULL
SurveyStatusID: NUMBER(10) NOT NULL
GameMultiplier: NUMBER(6,2) NULL
CreatedBy: NUMBER(10) NOT NULL
CreationDate: DATE NOT NULL
UpdatedBy: NUMBER(10) NULL
UpdateDate: DATE NULL

FIG.15D

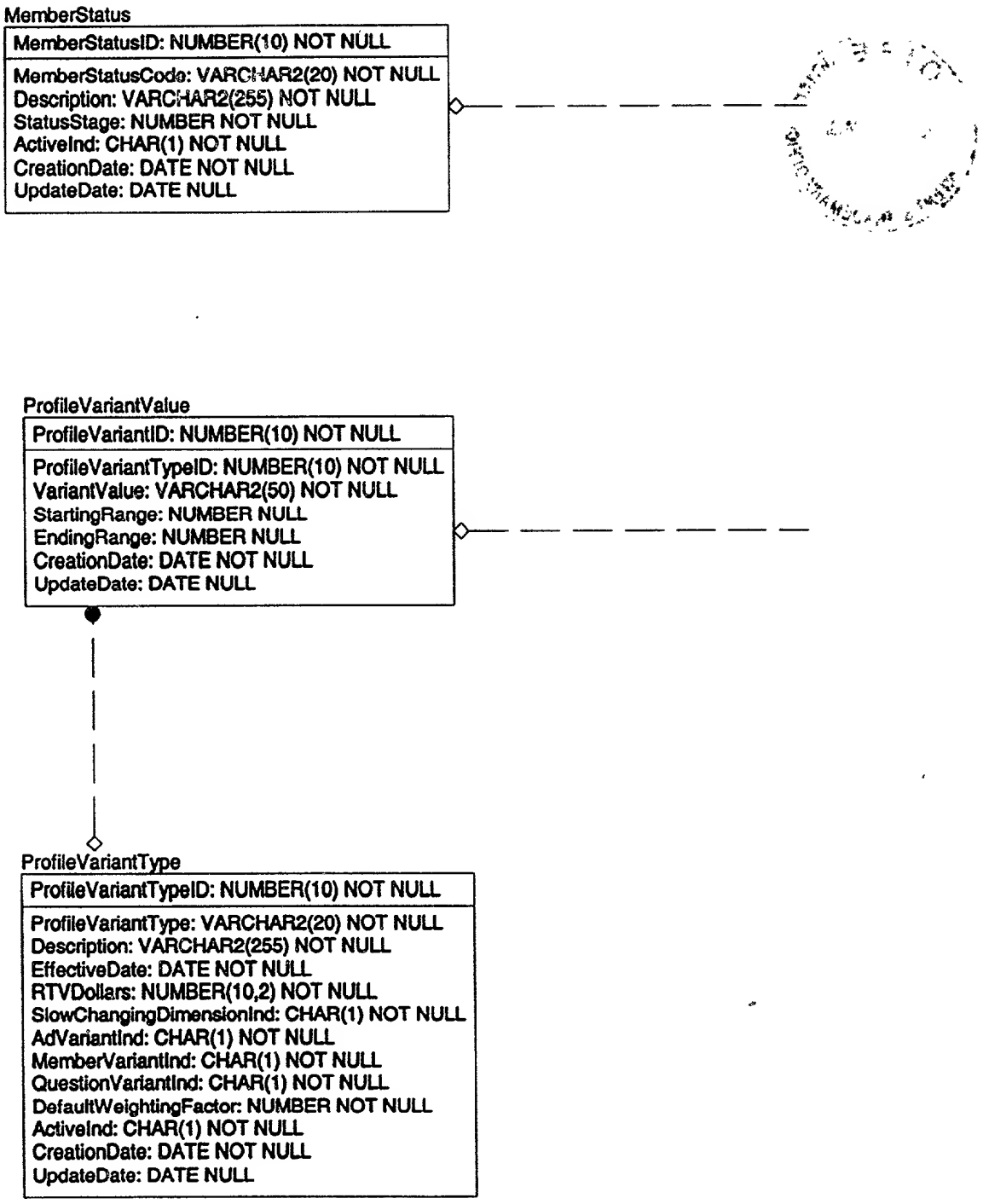

MemberStatus
MemberStatusID: NUMBER(10) NOT NULL
MemberStatusCode: VARCHAR2(20) NOT NULL
Description: VARCHAR2(255) NOT NULL
StatusStage: NUMBER NOT NULL
ActiveInd: CHAR(1) NOT NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL
ProfileVariantValue
ProfileVariantID: NUMBER(10) NOT NULL
ProfileVariantTypeID: NUMBER(10) NOT NULL
VariantValue: VARCHAR2(50) NOT NULL
StartingRange: NUMBER NULL
EndingRange: NUMBER NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL
ProfileVariantType
ProfileVariantTypeID: NUMBER(10) NOT NULL
ProfileVariantType: VARCHAR2(20) NOT NULL
Description: VARCHAR2(255) NOT NULL
EffectiveDate: DATE NOT NULL
RTVDollars: NUMBER(10,2) NOT NULL
SlowChangingDimensionInd: CHAR(1) NOT NULL
AdVariantInd: CHAR(1) NOT NULL
MemberVariantInd: CHAR(1) NOT NULL
QuestionVariantInd: CHAR(1) NOT NULL
DefaultWeightingFactor: NUMBER NOT NULL
ActiveInd: CHAR(1) NOT NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL

FIG.15E

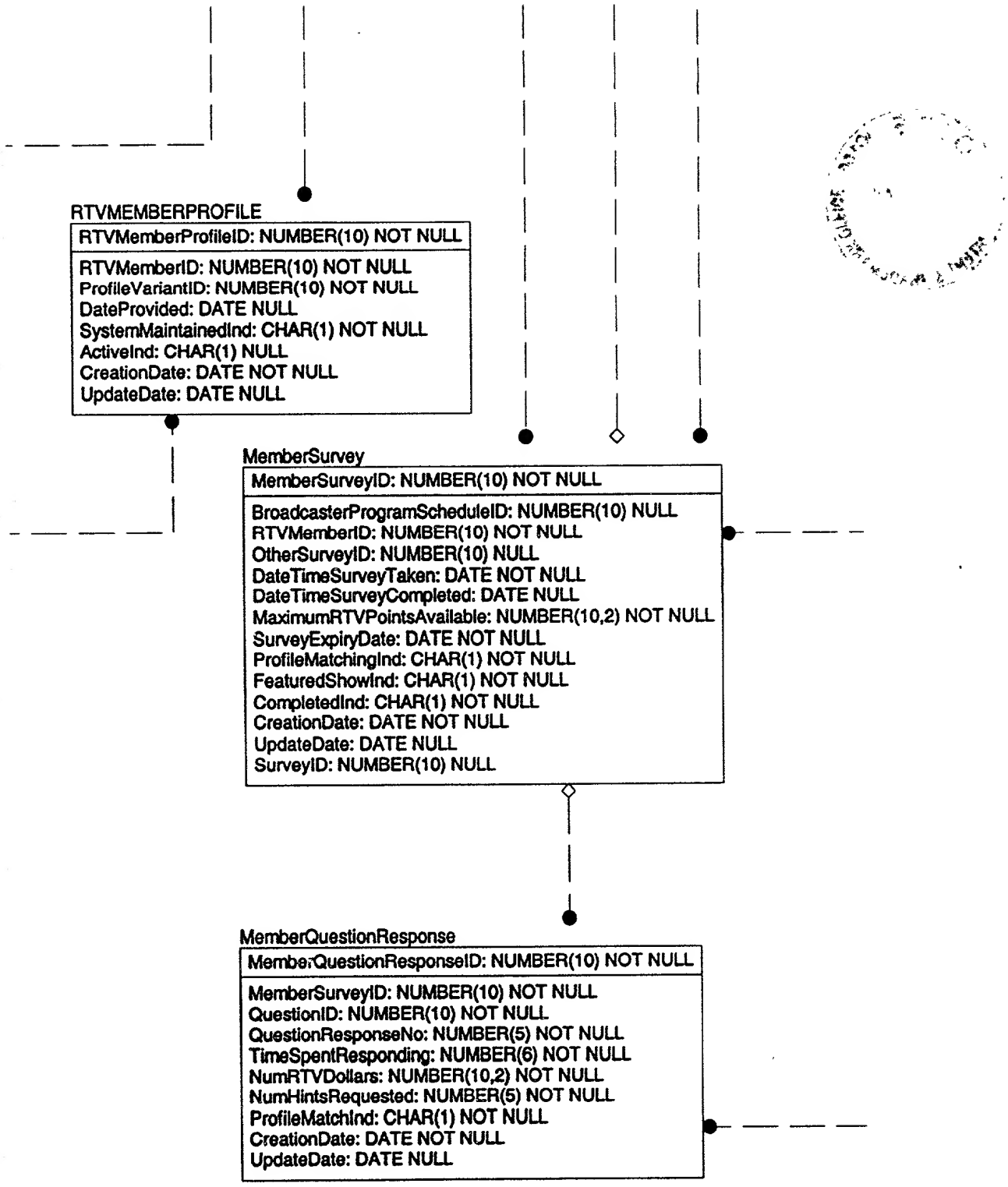

RTVMEMBERPROFILE
RTVMemberProfileID: NUMBER(10) NOT NULL
RTVMemberID: NUMBER(10) NOT NULL
ProfileVariantID: NUMBER(10) NOT NULL
DateProvided: DATE NULL
SystemMaintainedInd: CHAR(1) NOT NULL
ActiveInd: CHAR(1) NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL
MemberSurvey
MemberSurveyID: NUMBER(10) NOT NULL
BroadcasterProgramScheduleID: NUMBER(10) NULL
RTVMemberID: NUMBER(10) NOT NULL
OtherSurveyID: NUMBER(10) NULL
DateTimeSurveyTaken: DATE NOT NULL
DateTimeSurveyCompleted: DATE NULL
MaximumRTVPointsAvailable: NUMBER(10,2) NOT NULL
SurveyExpiryDate: DATE NOT NULL
ProfileMatchingInd: CHAR(1) NOT NULL
FeaturedShowInd: CHAR(1) NOT NULL
CompletedInd: CHAR(1) NOT NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL
SurveyID: NUMBER(10) NULL
MemberQuestionResponse
MemberQuestionResponseID: NUMBER(10) NOT NULL
MemberSurveyID: NUMBER(10) NOT NULL
QuestionID: NUMBER(10) NOT NULL
QuestionResponseNo: NUMBER(5) NOT NULL
TimeSpentResponding: NUMBER(6) NOT NULL
NumRTVDollars: NUMBER(10,2) NOT NULL
NumHintsRequested: NUMBER(5) NOT NULL
ProfileMatchInd: CHAR(1) NOT NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL

FIG.15F

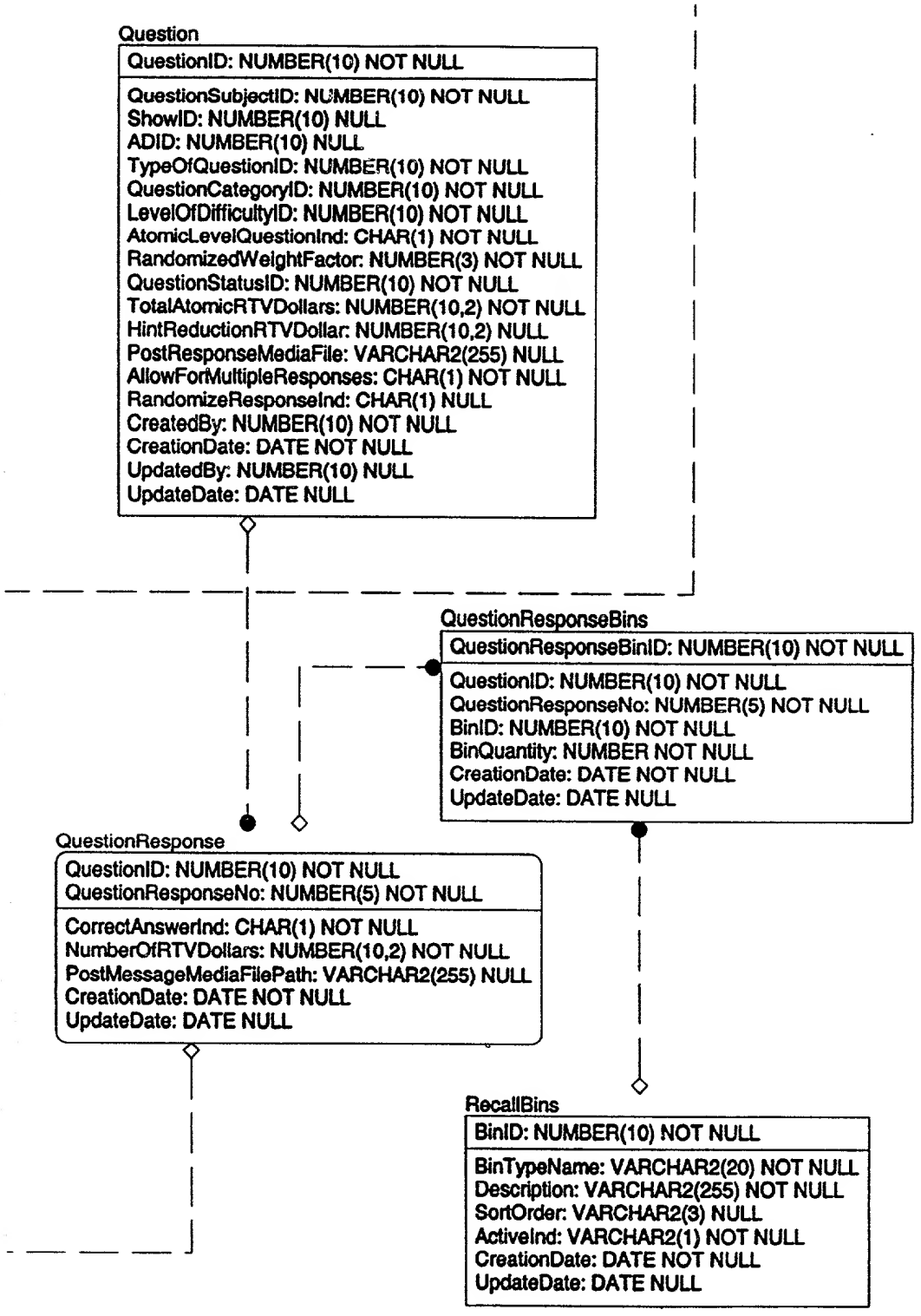

Question
QuestionID: NUMBER(10) NOT NULL
QuestionSubjectID: NUMBER(10) NOT NULL
ShowID: NUMBER(10) NULL
ADID: NUMBER(10) NULL
TypeOfQuestionID: NUMBER(10) NOT NULL
QuestionCategoryID: NUMBER(10) NOT NULL
LevelOfDifficultyID: NUMBER(10) NOT NULL
AtomicLevelQuestionInd: CHAR(1) NOT NULL
RandomizedWeightFactor: NUMBER(3) NOT NULL
QuestionStatusID: NUMBER(10) NOT NULL
TotalAtomicRTVDollars: NUMBER(10,2) NOT NULL
HintReductionRTVDollar: NUMBER(10,2) NULL
PostResponseMediaFile: VARCHAR2(255) NULL
AllowForMultipleResponses: CHAR(1) NOT NULL
RandomizeResponseInd: CHAR(1) NULL
CreatedBy: NUMBER(10) NOT NULL
CreationDate: DATE NOT NULL
UpdatedBy: NUMBER(10) NULL
UpdateDate: DATE NULL
QuestionResponseBins
QuestionResponseBinID: NUMBER(10) NOT NULL
QuestionID: NUMBER(10) NOT NULL
QuestionResponseNo: NUMBER(5) NOT NULL
BinID: NUMBER(10) NOT NULL
BinQuantity: NUMBER NOT NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL
QuestionResponse
QuestionID: NUMBER(10) NOT NULL
QuestionResponseNo: NUMBER(5) NOT NULL
CorrectAnswerInd: CHAR(1) NOT NULL
NumberOfRTVDollars: NUMBER(10,2) NOT NULL
PostMessageMediaFilePath: VARCHAR2(255) NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL
RecallBins
BinID: NUMBER(10) NOT NULL
BinTypeName: VARCHAR2(20) NOT NULL
Description: VARCHAR2(255) NOT NULL
SortOrder: VARCHAR2(3) NULL
ActiveInd: VARCHAR2(1) NOT NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL

FIG.15G

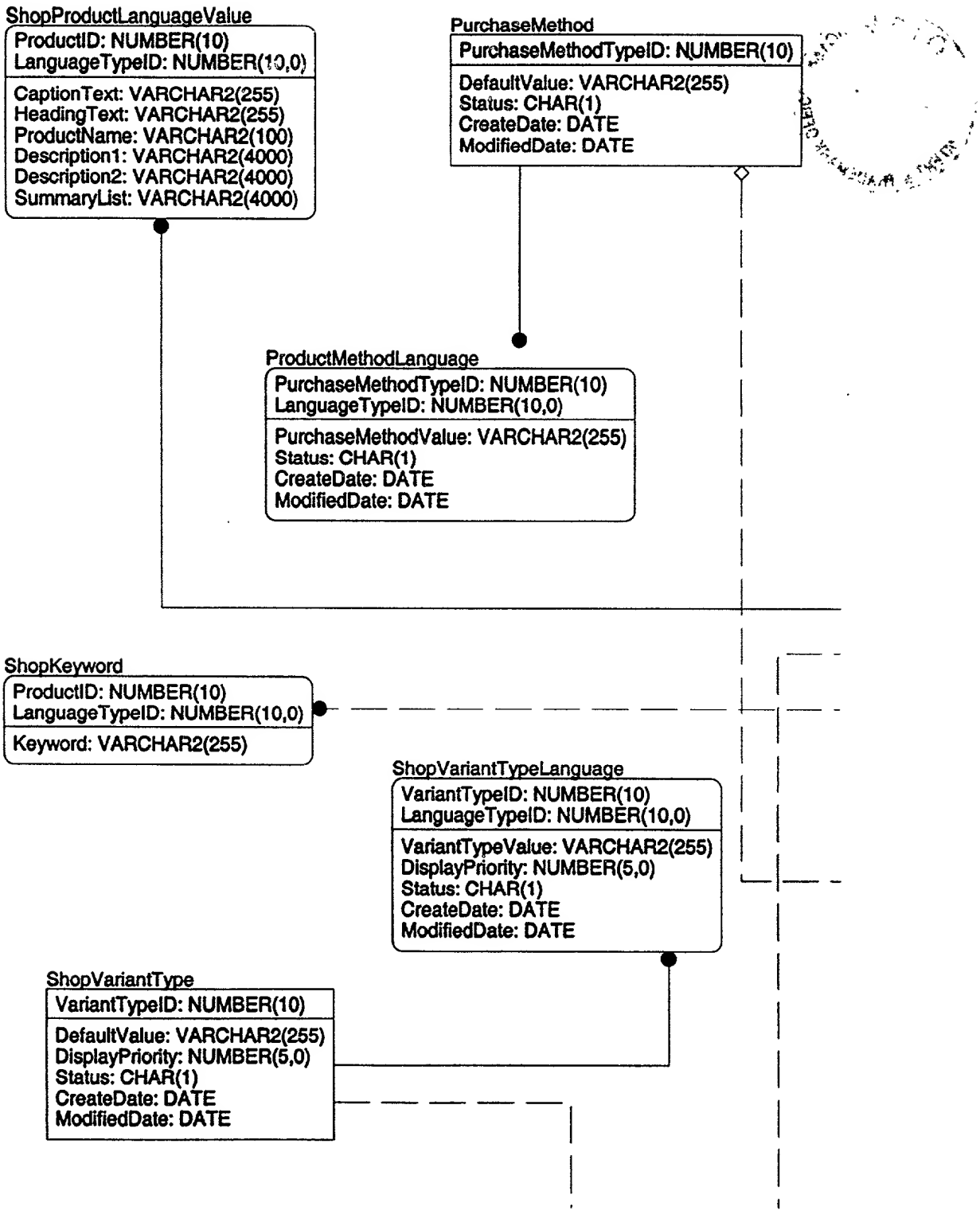

ShopProductLanguageValue
ProductID: NUMBER(10)
LanguageTypeID: NUMBER(10,0)
CaptionText: VARCHAR2(255)
HeadingText: VARCHAR2(255)
ProductName: VARCHAR2(100)
Description1: VARCHAR2(4000)
Description2: VARCHAR2(4000)
SummaryList: VARCHAR2(4000)
PurchaseMethod
PurchaseMethodTypeID: NUMBER(10)
DefaultValue: VARCHAR2(255)
Status: CHAR(1)
CreateDate: DATE
ModifiedDate: DATE
ProductMethodLanguage
PurchaseMethodTypeID: NUMBER(10)
LanguageTypeID: NUMBER(10,0)
PurchaseMethodValue: VARCHAR2(255)
Status: CHAR(1)
CreateDate: DATE
ModifiedDate: DATE
ShopKeyword
ProductID: NUMBER(10)
LanguageTypeID: NUMBER(10,0)
Keyword: VARCHAR2(255)
ShopVariantTypeLanguage
VariantTypeID: NUMBER(10)
LanguageTypeID: NUMBER(10,0)
VariantTypeValue: VARCHAR2(255)
DisplayPriority: NUMBER(5,0)
Status: CHAR(1)
CreateDate: DATE
ModifiedDate: DATE
ShopVariantType
VariantTypeID: NUMBER(10)
DefaultValue: VARCHAR2(255)
DisplayPriority: NUMBER(5,0)
Status: CHAR(1)
CreateDate: DATE
ModifiedDate: DATE

FIG.16A

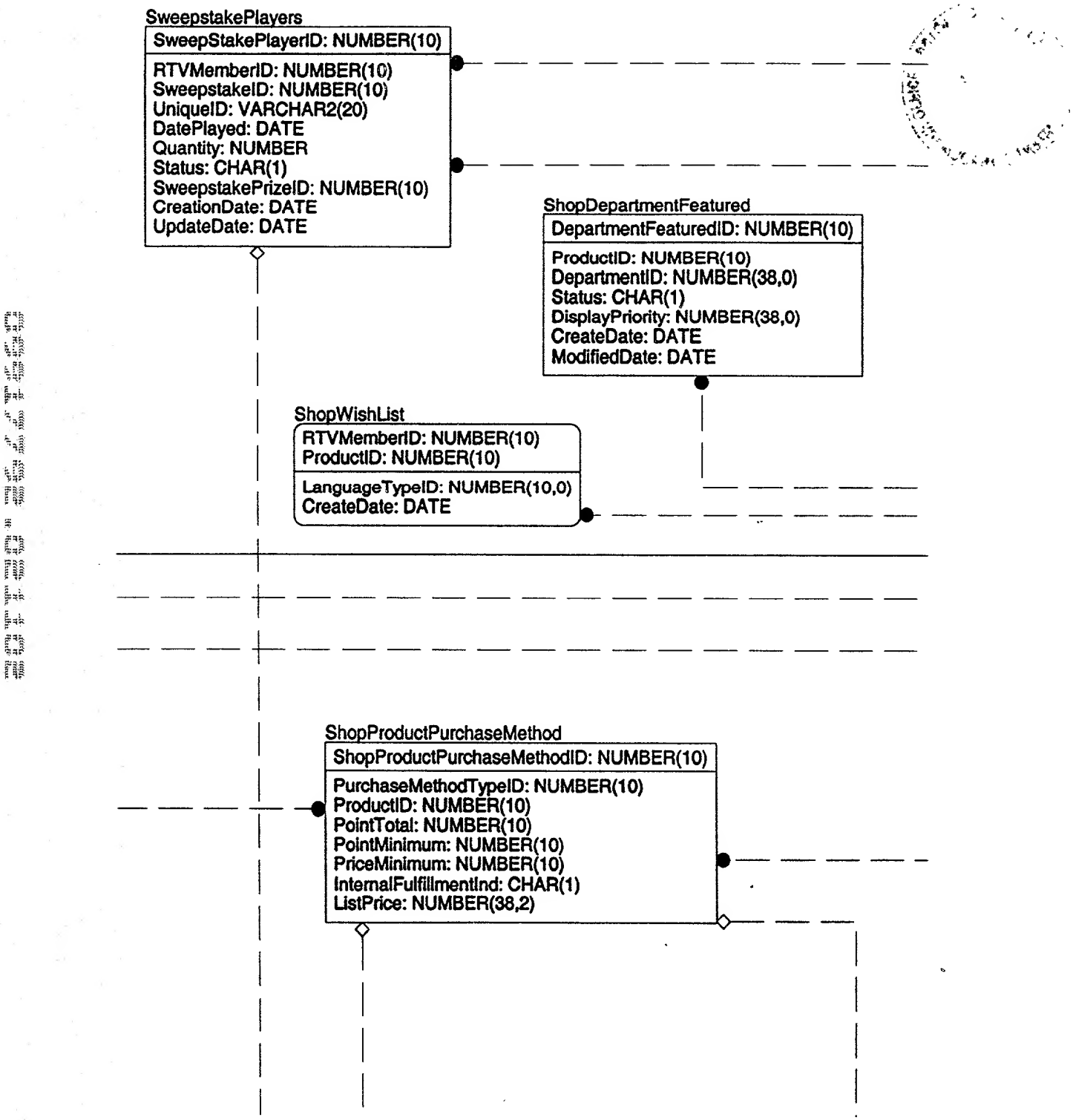

SweepstakePlayers
SweepStakePlayerID: NUMBER(10)
RTVMemberID: NUMBER(10)
SweepstakeID: NUMBER(10)
UniqueID: VARCHAR2(20)
DatePlayed: DATE
Quantity: NUMBER
Status: CHAR(1)
SweepstakePrizeID: NUMBER(10)
CreationDate: DATE
UpdateDate: DATE
ShopDepartmentFeatured
DepartmentFeaturedID: NUMBER(10)
ProductID: NUMBER(10)
DepartmentID: NUMBER(38,0)
Status: CHAR(1)
DisplayPriority: NUMBER(38,0)
CreateDate: DATE
ModifiedDate: DATE
ShopWishList
RTVMemberID: NUMBER(10)
ProductID: NUMBER(10)
LanguageTypeID: NUMBER(10,0)
CreateDate: DATE
ShopProductPurchaseMethod
ShopProductPurchaseMethodID: NUMBER(10)
PurchaseMethodTypeID: NUMBER(10)
ProductID: NUMBER(10)
PointTotal: NUMBER(10)
PointMinimum: NUMBER(10)
PriceMinimum: NUMBER(10)
InternalFulfillmentInd: CHAR(1)
ListPrice: NUMBER(38,2)

FIG.16B

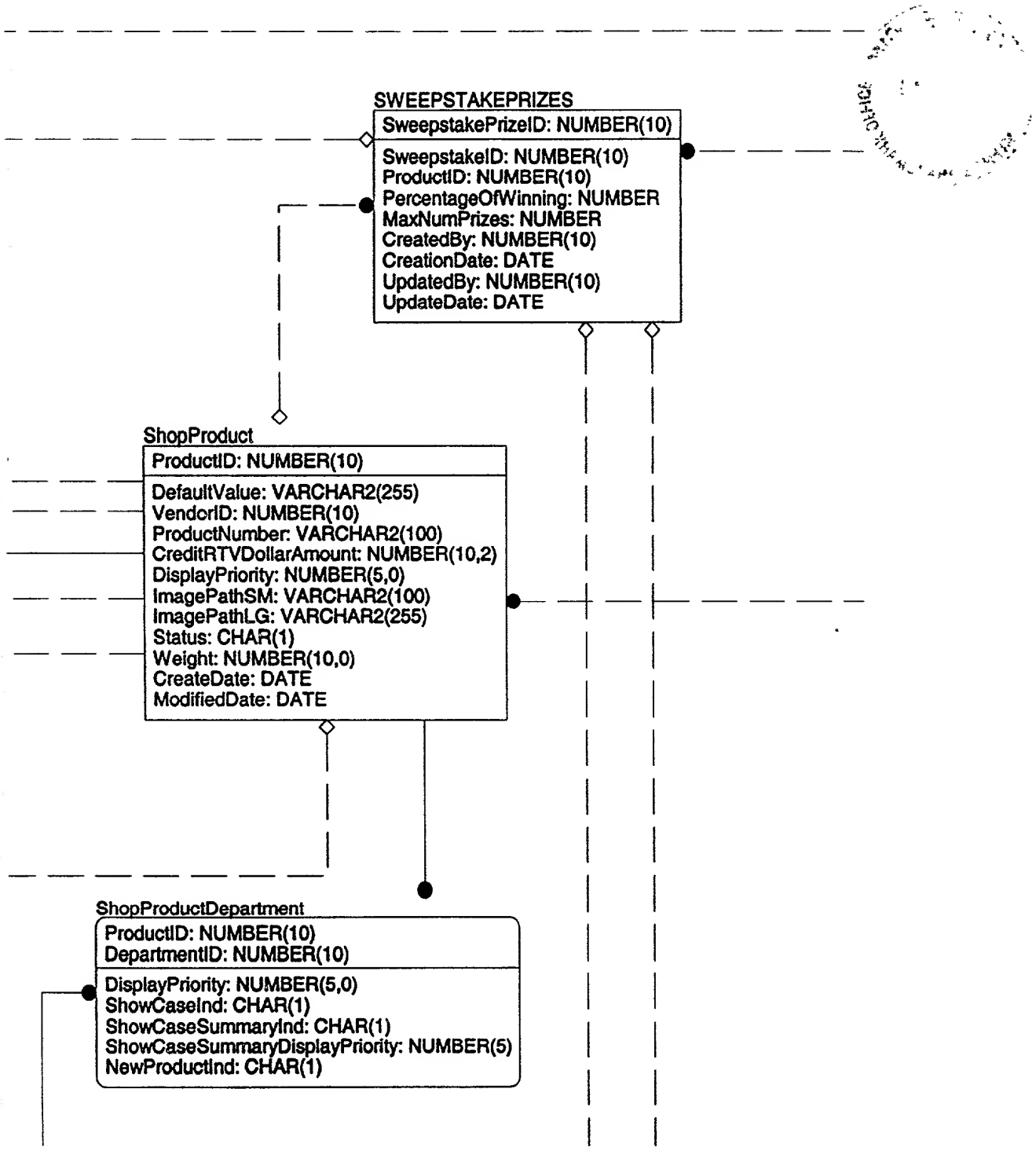

SWEEPSTAKEPRIZES
SweepstakePrizeID: NUMBER(10)
SweepstakeID: NUMBER(10)
ProductID: NUMBER(10)
PercentageOfWinning: NUMBER
MaxNumPrizes: NUMBER
CreatedBy: NUMBER(10)
CreationDate: DATE
UpdatedBy: NUMBER(10)
UpdateDate: DATE
ShopProduct
ProductID: NUMBER(10)
DefaultValue: VARCHAR2(255)
VendorID: NUMBER(10)
ProductNumber: VARCHAR2(100)
CreditRTVDollarAmount: NUMBER(10,2)
DisplayPriority: NUMBER(5,0)
ImagePathSM: VARCHAR2(100)
ImagePathLG: VARCHAR2(255)
Status: CHAR(1)
Weight: NUMBER(10,0)
CreateDate: DATE
ModifiedDate: DATE
ShopProductDepartment
ProductID: NUMBER(10)
DepartmentID: NUMBER(10)
DisplayPriority: NUMBER(5,0)
ShowCaseInd: CHAR(1)
ShowCaseSummaryInd: CHAR(1)
ShowCaseSummaryDisplayPriority: NUMBER(5)
NewProductInd: CHAR(1)

FIG.16C

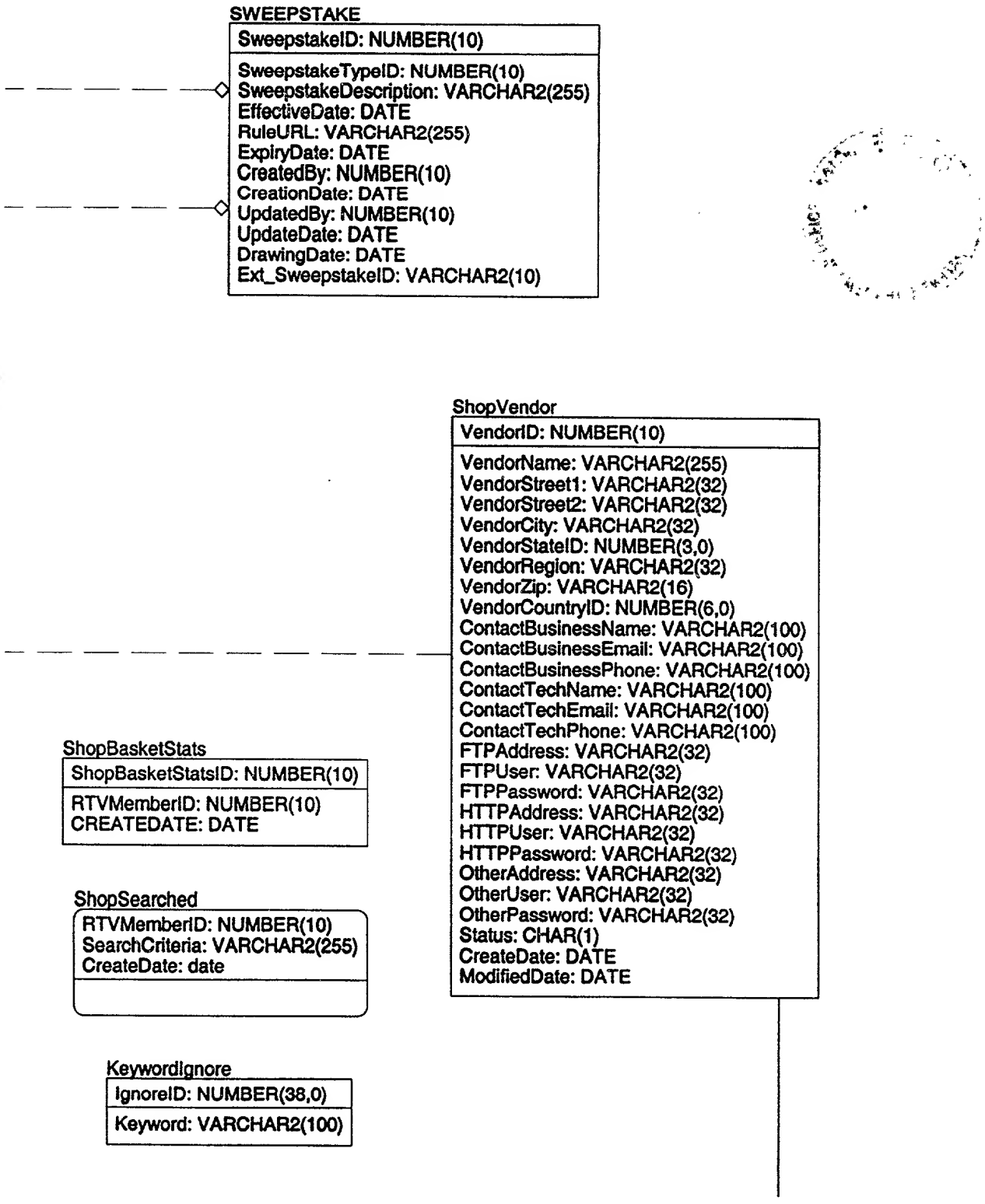

SWEEPSTAKE
SweepstakeID: NUMBER(10)
SweepstakeTypeID: NUMBER(10)
SweepstakeDescription: VARCHAR2(255)
EffectiveDate: DATE
RuleURL: VARCHAR2(255)
ExpiryDate: DATE
CreatedBy: NUMBER(10)
CreationDate: DATE
UpdatedBy: NUMBER(10)
UpdateDate: DATE
DrawingDate: DATE
Ext_SweepstakeID: VARCHAR2(10)
ShopVendor
VendorID: NUMBER(10)
VendorName: VARCHAR2(255)
VendorStreet1: VARCHAR2(32)
VendorStreet2: VARCHAR2(32)
VendorCity: VARCHAR2(32)
VendorStateID: NUMBER(3,0)
VendorRegion: VARCHAR2(32)
VendorZip: VARCHAR2(16)
VendorCountryID: NUMBER(6,0)
ContactBusinessName: VARCHAR2(100)
ContactBusinessEmail: VARCHAR2(100)
ContactBusinessPhone: VARCHAR2(100)
ContactTechName: VARCHAR2(100)
ContactTechEmail: VARCHAR2(100)
ContactTechPhone: VARCHAR2(100)
FTPAddress: VARCHAR2(32)
FTPUser: VARCHAR2(32)
FTPPassword: VARCHAR2(32)
HTTPAddress: VARCHAR2(32)
HTTPUser: VARCHAR2(32)
HTTPPassword: VARCHAR2(32)
OtherAddress: VARCHAR2(32)
OtherUser: VARCHAR2(32)
OtherPassword: VARCHAR2(32)
Status: CHAR(1)
CreateDate: DATE
ModifiedDate: DATE
ShopBasketStats
ShopBasketStatsID: NUMBER(10)
RTVMemberID: NUMBER(10)
CREATEDATE: DATE
ShopSearched
RTVMemberID: NUMBER(10)
SearchCriteria: VARCHAR2(255)
CreateDate: date
KeywordIgnore
IgnoreID: NUMBER(38,0)
Keyword: VARCHAR2(100)

FIG.16D

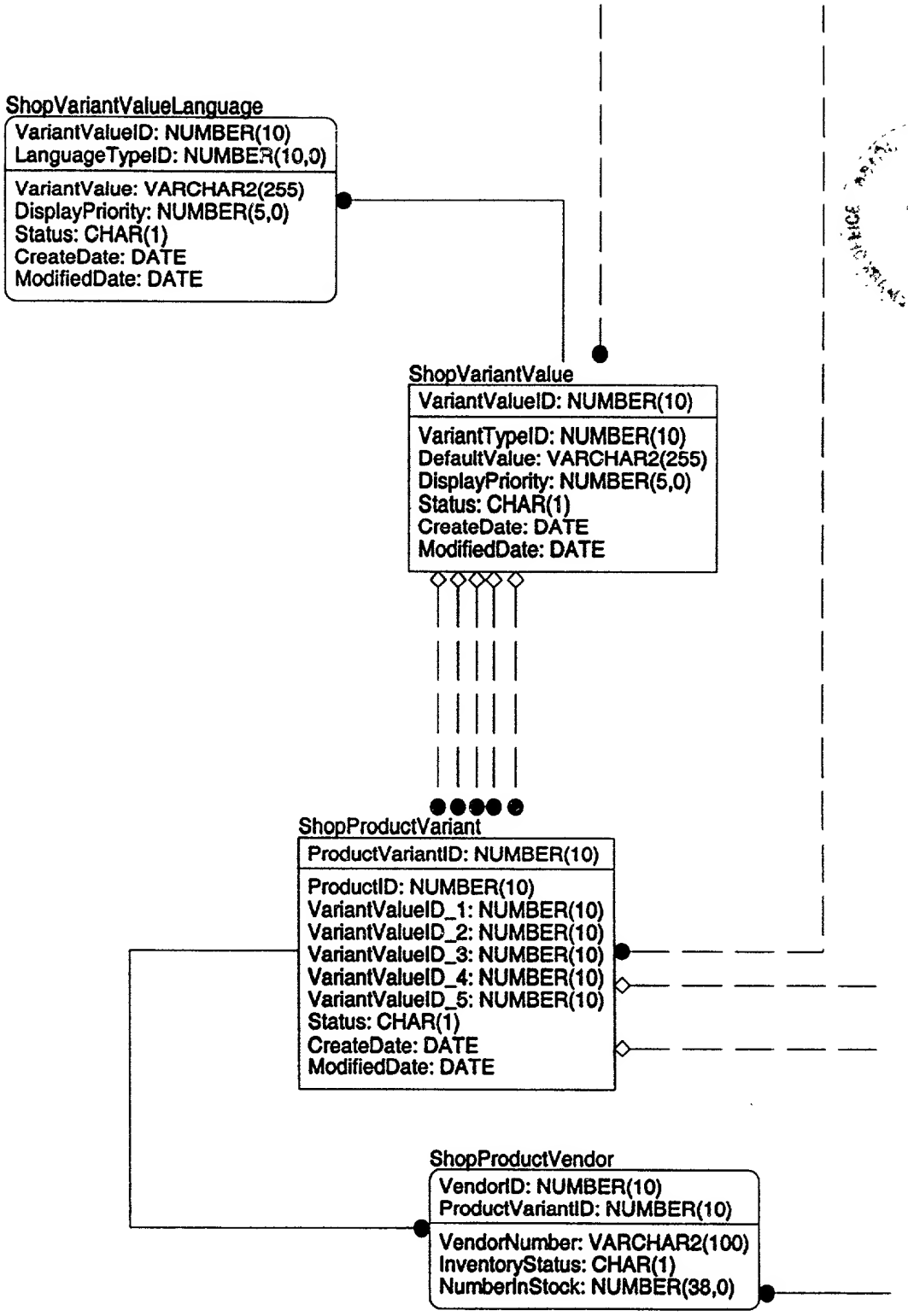

ShopVariantValueLanguage
VariantValueID: NUMBER(10)
LanguageTypeID: NUMBER(10,0)
VariantValue: VARCHAR2(255)
DisplayPriority: NUMBER(5,0)
Status: CHAR(1)
CreateDate: DATE
ModifiedDate: DATE
ShopVariantValue
VariantValueID: NUMBER(10)
VariantTypeID: NUMBER(10)
DefaultValue: VARCHAR2(255)
DisplayPriority: NUMBER(5,0)
Status: CHAR(1)
CreateDate: DATE
ModifiedDate: DATE
ShopProductVariant
ProductVariantID: NUMBER(10)
ProductID: NUMBER(10)
VariantValueID_1: NUMBER(10)
VariantValueID_2: NUMBER(10)
VariantValueID_3: NUMBER(10)
VariantValueID_4: NUMBER(10)
VariantValueID_5: NUMBER(10)
Status: CHAR(1)
CreateDate: DATE
ModifiedDate: DATE
ShopProductVendor
VendorID: NUMBER(10)
ProductVariantID: NUMBER(10)
VendorNumber: VARCHAR2(100)
InventoryStatus: CHAR(1)
NumberInStock: NUMBER(38,0)

FIG.16E

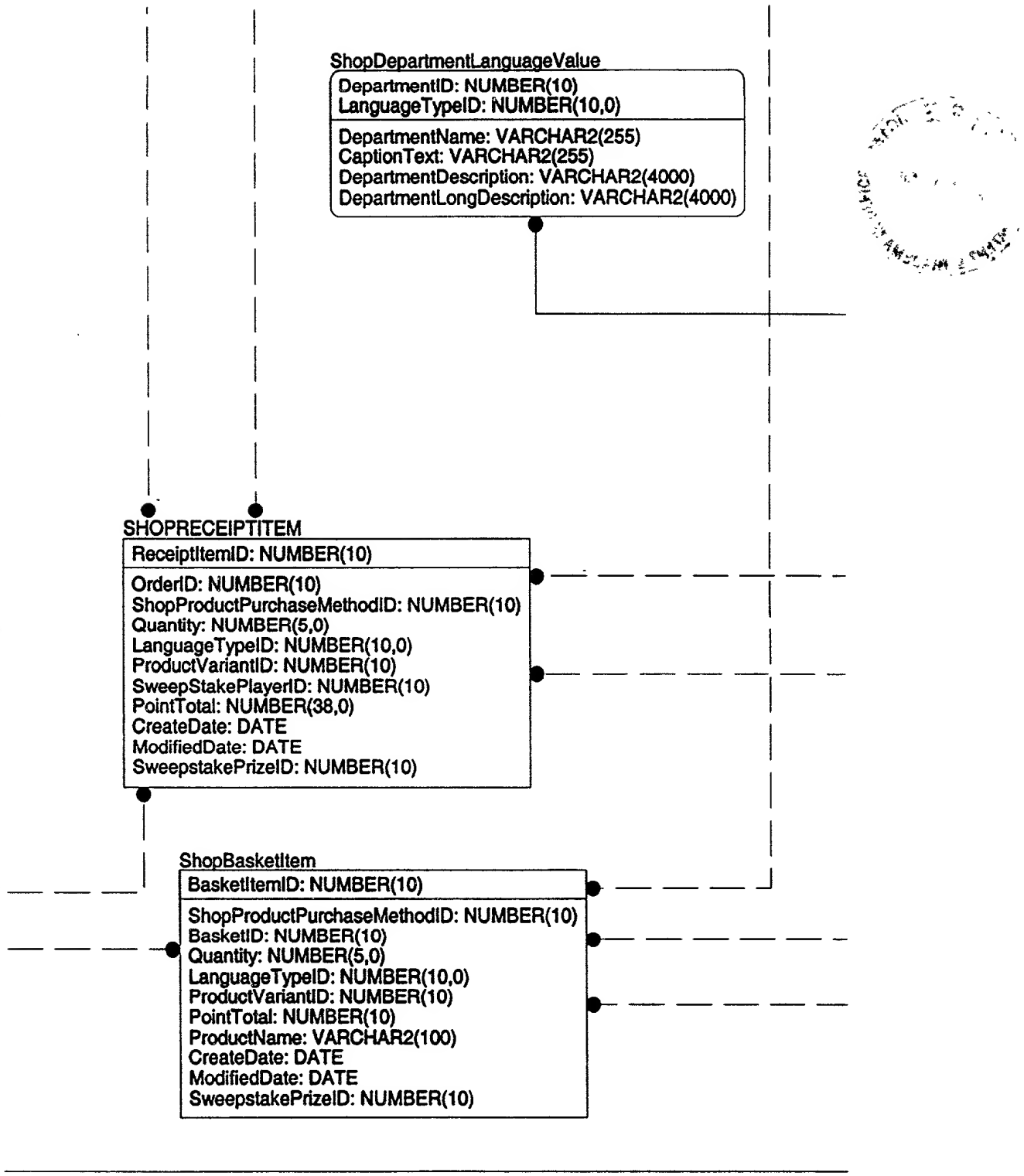

ShopDepartmentLanguageValue
DepartmentID: NUMBER(10)
LanguageTypeID: NUMBER(10,0)
DepartmentName: VARCHAR2(255)
CaptionText: VARCHAR2(255)
DepartmentDescription: VARCHAR2(4000)
DepartmentLongDescription: VARCHAR2(4000)
SHOPRECEIPTITEM
ReceiptItemID: NUMBER(10)
OrderID: NUMBER(10)
ShopProductPurchaseMethodID: NUMBER(10)
Quantity: NUMBER(5,0)
LanguageTypeID: NUMBER(10,0)
ProductVariantID: NUMBER(10)
SweepStakePlayerID: NUMBER(10)
PointTotal: NUMBER(38,0)
CreateDate: DATE
ModifiedDate: DATE
SweepstakePrizeID: NUMBER(10)
ShopBasketItem
BasketItemID: NUMBER(10)
ShopProductPurchaseMethodID: NUMBER(10)
BasketID: NUMBER(10)
Quantity: NUMBER(5,0)
LanguageTypeID: NUMBER(10,0)
ProductVariantID: NUMBER(10)
PointTotal: NUMBER(10)
ProductName: VARCHAR2(100)
CreateDate: DATE
ModifiedDate: DATE
SweepstakePrizeID: NUMBER(10)

FIG.16F

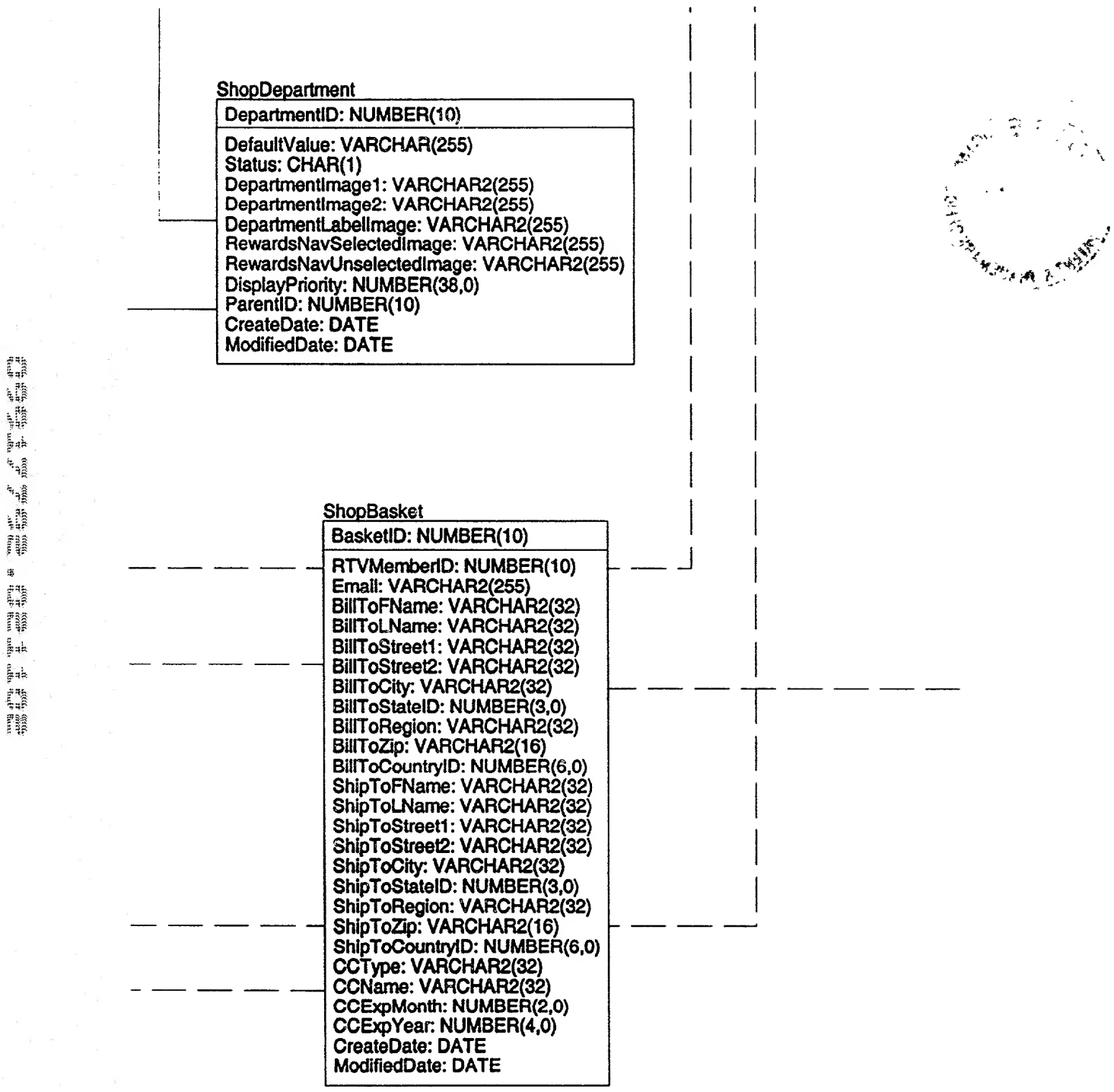

ShopDepartment
DepartmentID: NUMBER(10)
DefaultValue: VARCHAR(255)
Status: CHAR(1)
DepartmentImage1: VARCHAR2(255)
DepartmentImage2: VARCHAR2(255)
DepartmentLabelImage: VARCHAR2(255)
RewardsNavSelectedImage: VARCHAR2(255)
RewardsNavUnselectedImage: VARCHAR2(255)
DisplayPriority: NUMBER(38,0)
ParentID: NUMBER(10)
CreateDate: DATE
ModifiedDate: DATE
ShopBasket
BasketID: NUMBER(10)
RTVMemberID: NUMBER(10)
Email: VARCHAR2(255)
BillToFName: VARCHAR2(32)
BillToLName: VARCHAR2(32)
BillToStreet1: VARCHAR2(32)
BillToStreet2: VARCHAR2(32)
BillToCity: VARCHAR2(32)
BillToStateID: NUMBER(3,0)
BillToRegion: VARCHAR2(32)
BillToZip: VARCHAR2(16)
BillToCountryID: NUMBER(6,0)
ShipToFName: VARCHAR2(32)
ShipToLName: VARCHAR2(32)
ShipToStreet1: VARCHAR2(32)
ShipToStreet2: VARCHAR2(32)
ShipToCity: VARCHAR2(32)
ShipToStateID: NUMBER(3,0)
ShipToRegion: VARCHAR2(32)
ShipToZip: VARCHAR2(16)
ShipToCountryID: NUMBER(6,0)
CCType: VARCHAR2(32)
CCName: VARCHAR2(32)
CCExpMonth: NUMBER(2,0)
CCExpYear: NUMBER(4,0)
CreateDate: DATE
ModifiedDate: DATE

FIG.16G

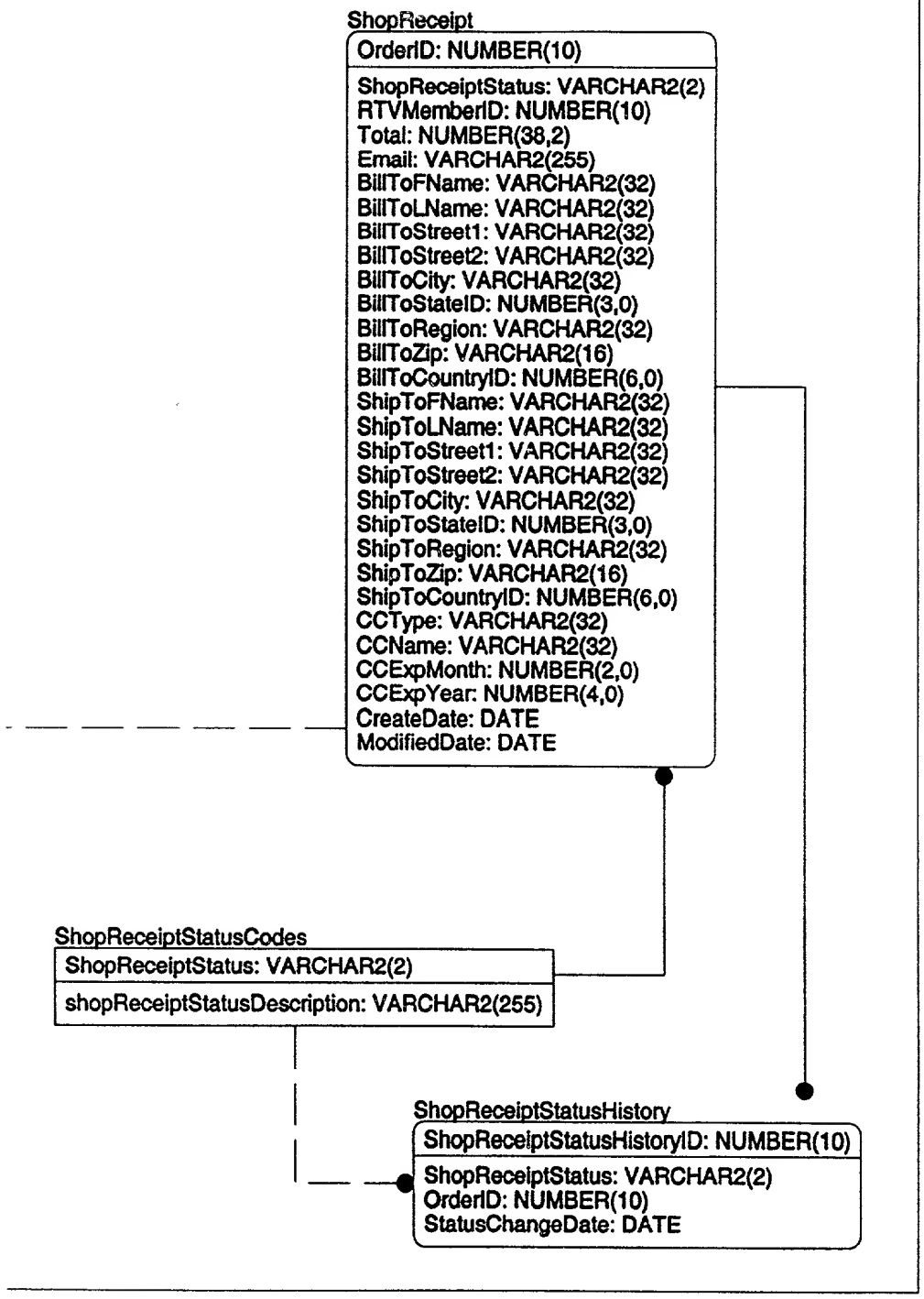

ShopReceipt
OrderID: NUMBER(10)
ShopReceiptStatus: VARCHAR2(2)
RTVMemberID: NUMBER(10)
Total: NUMBER(38,2)
Email: VARCHAR2(255)
BillToFName: VARCHAR2(32)
BillToLName: VARCHAR2(32)
BillToStreet1: VARCHAR2(32)
BillToStreet2: VARCHAR2(32)
BillToCity: VARCHAR2(32)
BillToStateID: NUMBER(3,0)
BillToRegion: VARCHAR2(32)
BillToZip: VARCHAR2(16)
BillToCountryID: NUMBER(6,0)
ShipToFName: VARCHAR2(32)
ShipToLName: VARCHAR2(32)
ShipToStreet1: VARCHAR2(32)
ShipToStreet2: VARCHAR2(32)
ShipToCity: VARCHAR2(32)
ShipToStateID: NUMBER(3,0)
ShipToRegion: VARCHAR2(32)
ShipToZip: VARCHAR2(16)
ShipToCountryID: NUMBER(6,0)
CCType: VARCHAR2(32)
CCName: VARCHAR2(32)
CCExpMonth: NUMBER(2,0)
CCExpYear: NUMBER(4,0)
CreateDate: DATE
ModifiedDate: DATE
ShopReceiptStatusCodes
ShopReceiptStatus: VARCHAR2(2)
shopReceiptStatusDescription: VARCHAR2(255)
ShopReceiptStatusHistory
ShopReceiptStatusHistoryID: NUMBER(10)
ShopReceiptStatus: VARCHAR2(2)
OrderID: NUMBER(10)
StatusChangeDate: DATE

FIG.16H

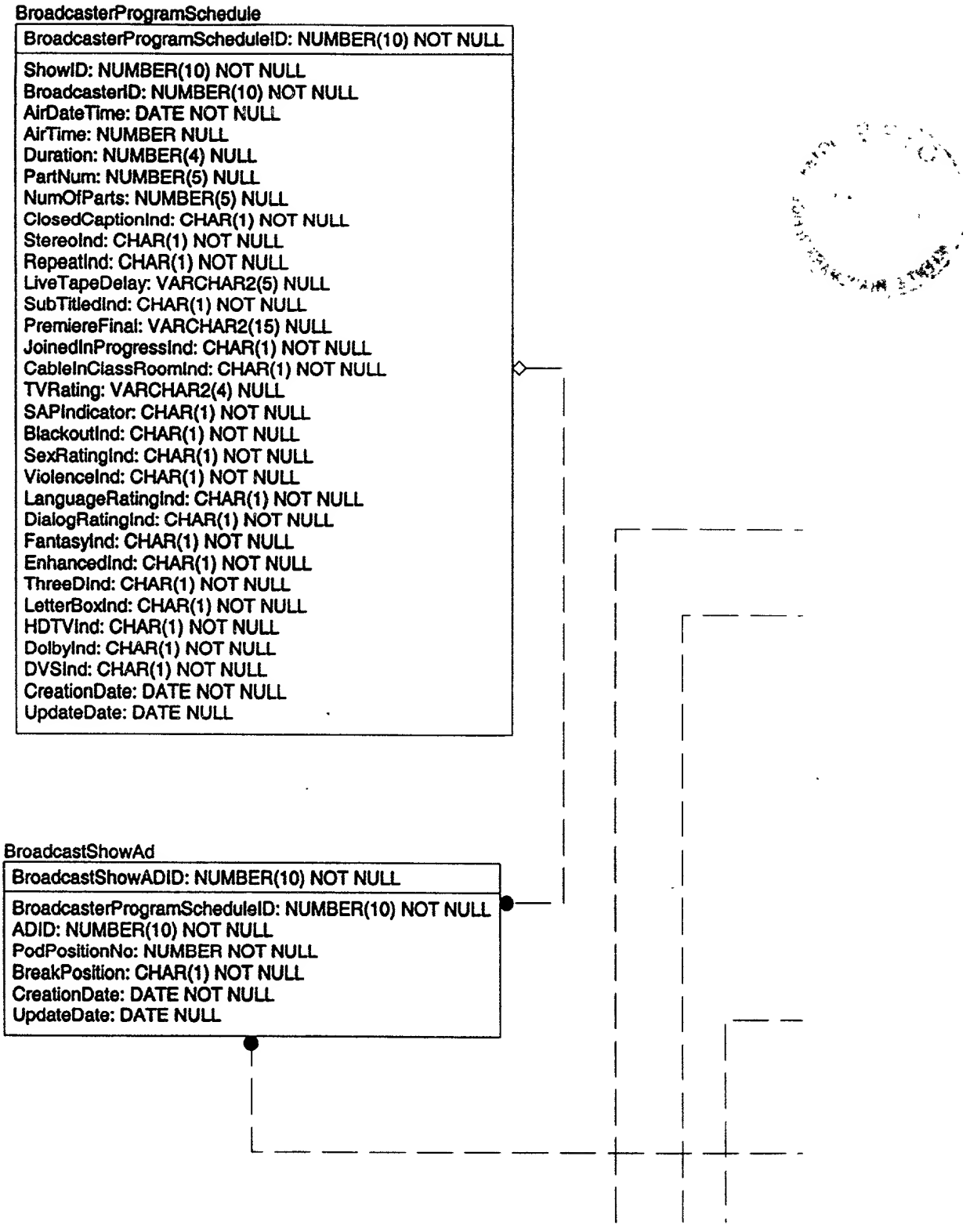

BroadcasterProgramSchedule
BroadcasterProgramScheduleID: NUMBER(10) NOT NULL
ShowID: NUMBER(10) NOT NULL
BroadcasterID: NUMBER(10) NOT NULL
AirDateTime: DATE NOT NULL
AirTime: NUMBER NULL
Duration: NUMBER(4) NULL
PartNum: NUMBER(5) NULL
NumOfParts: NUMBER(5) NULL
ClosedCaptionInd: CHAR(1) NOT NULL
StereoInd: CHAR(1) NOT NULL
RepeatInd: CHAR(1) NOT NULL
LiveTapeDelay: VARCHAR2(5) NULL
SubTitledInd: CHAR(1) NOT NULL
PremiereFinal: VARCHAR2(15) NULL
JoinedInProgressInd: CHAR(1) NOT NULL
CableInClassRoomInd: CHAR(1) NOT NULL
TVRating: VARCHAR2(4) NULL
SAPIndicator: CHAR(1) NOT NULL
BlackoutInd: CHAR(1) NOT NULL
SexRatingInd: CHAR(1) NOT NULL
ViolenceInd: CHAR(1) NOT NULL
LanguageRatingInd: CHAR(1) NOT NULL
DialogRatingInd: CHAR(1) NOT NULL
FantasyInd: CHAR(1) NOT NULL
EnhancedInd: CHAR(1) NOT NULL
ThreeDInd: CHAR(1) NOT NULL
LetterBoxInd: CHAR(1) NOT NULL
HDTVInd: CHAR(1) NOT NULL
DolbyInd: CHAR(1) NOT NULL
DVSInd: CHAR(1) NOT NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL
BroadcastShowAd
BroadcastShowADID: NUMBER(10) NOT NULL
BroadcasterProgramScheduleID: NUMBER(10) NOT NULL
ADID: NUMBER(10) NOT NULL
PodPositionNo: NUMBER NOT NULL
BreakPosition: CHAR(1) NOT NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL

FIG.17A

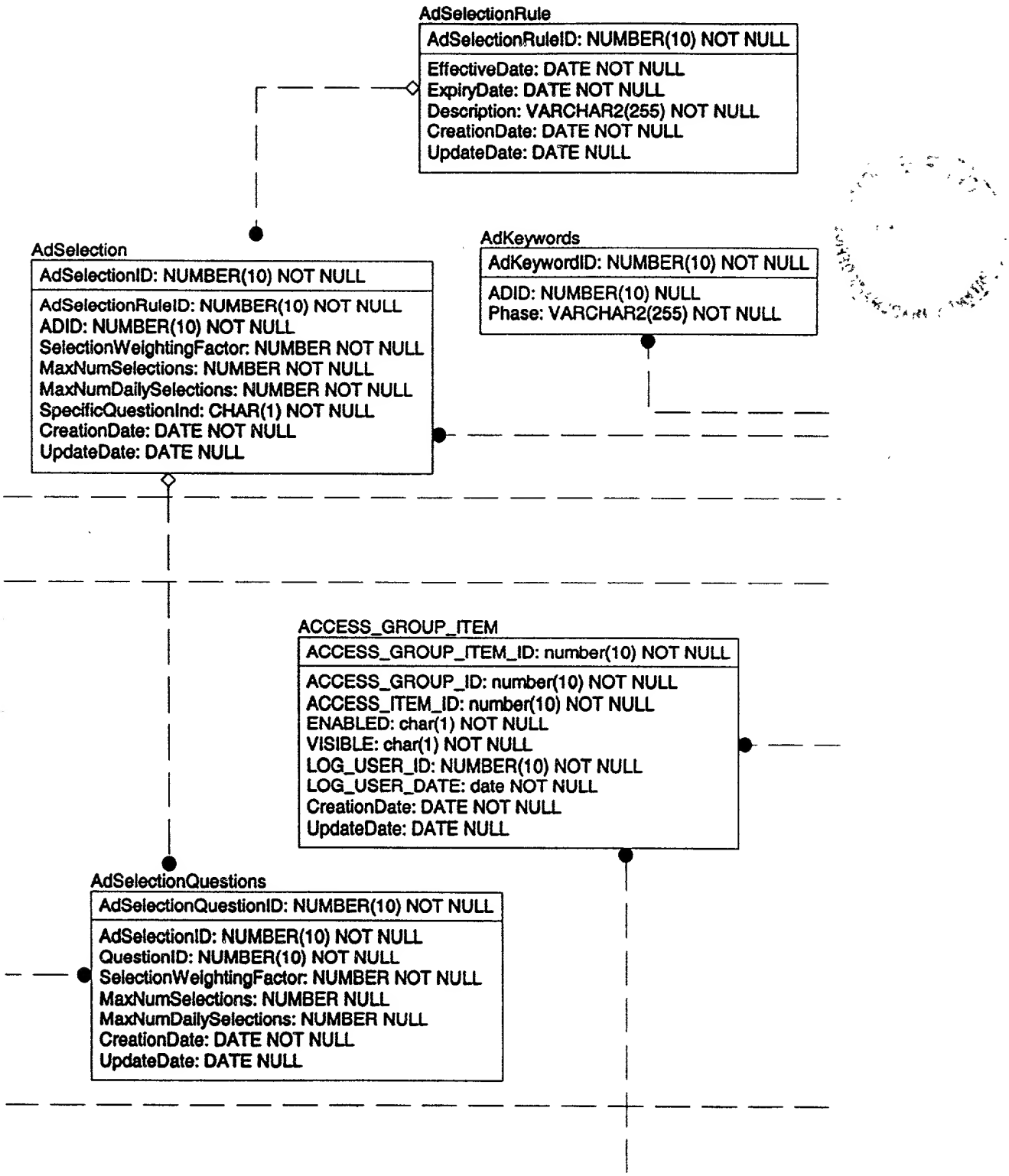

AdSelectionRule
AdSelectionRuleID: NUMBER(10) NOT NULL
EffectiveDate: DATE NOT NULL
ExpiryDate: DATE NOT NULL
Description: VARCHAR2(255) NOT NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL
AdSelection
AdSelectionID: NUMBER(10) NOT NULL
AdSelectionRuleID: NUMBER(10) NOT NULL
ADID: NUMBER(10) NOT NULL
SelectionWeightingFactor: NUMBER NOT NULL
MaxNumSelections: NUMBER NOT NULL
MaxNumDailySelections: NUMBER NOT NULL
SpecificQuestionInd: CHAR(1) NOT NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL
AdKeywords
AdKeywordID: NUMBER(10) NOT NULL
ADID: NUMBER(10) NULL
Phase: VARCHAR2(255) NOT NULL
ACCESS_GROUP_ITEM
ACCESS_GROUP_ITEM_ID: number(10) NOT NULL
ACCESS_GROUP_ID: number(10) NOT NULL
ACCESS_ITEM_ID: number(10) NOT NULL
ENABLED: char(1) NOT NULL
VISIBLE: char(1) NOT NULL
LOG_USER_ID: NUMBER(10) NOT NULL
LOG_USER_DATE: date NOT NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL
AdSelectionQuestions
AdSelectionQuestionID: NUMBER(10) NOT NULL
AdSelectionID: NUMBER(10) NOT NULL
QuestionID: NUMBER(10) NOT NULL
SelectionWeightingFactor: NUMBER NOT NULL
MaxNumSelections: NUMBER NULL
MaxNumDailySelections: NUMBER NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL

FIG.17B

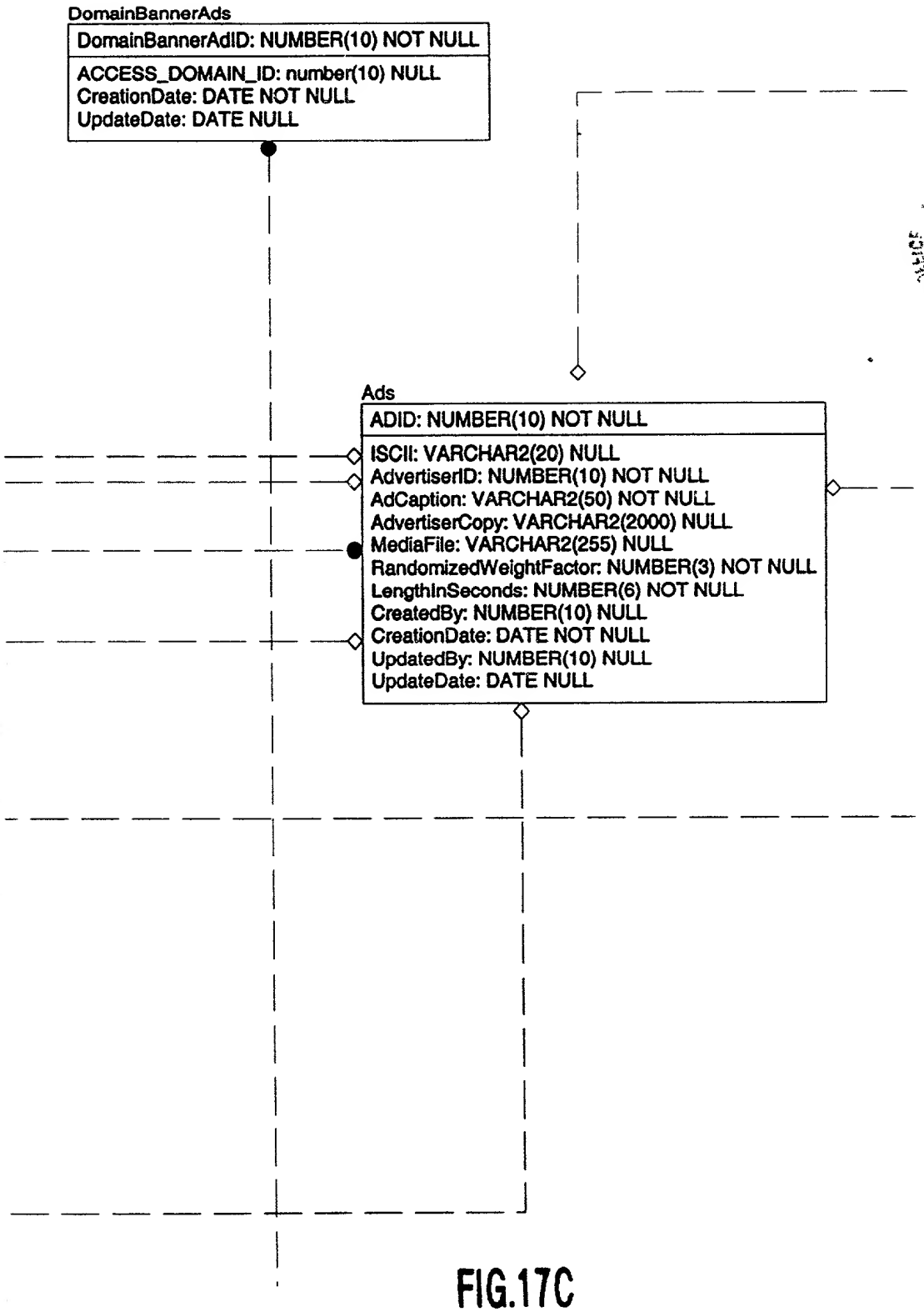

DomainBannerAds
DomainBannerAdID: NUMBER(10) NOT NULL
ACCESS_DOMAIN_ID: number(10) NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL
Ads
ADID: NUMBER(10) NOT NULL
ISCII: VARCHAR2(20) NULL
AdvertiserID: NUMBER(10) NOT NULL
AdCaption: VARCHAR2(50) NOT NULL
AdvertiserCopy: VARCHAR2(2000) NULL
MediaFile: VARCHAR2(255) NULL
RandomizedWeightFactor: NUMBER(3) NOT NULL
LengthInSeconds: NUMBER(6) NOT NULL
CreatedBy: NUMBER(10) NULL
CreationDate: DATE NOT NULL
UpdatedBy: NUMBER(10) NULL
UpdateDate: DATE NULL

FIG.17C

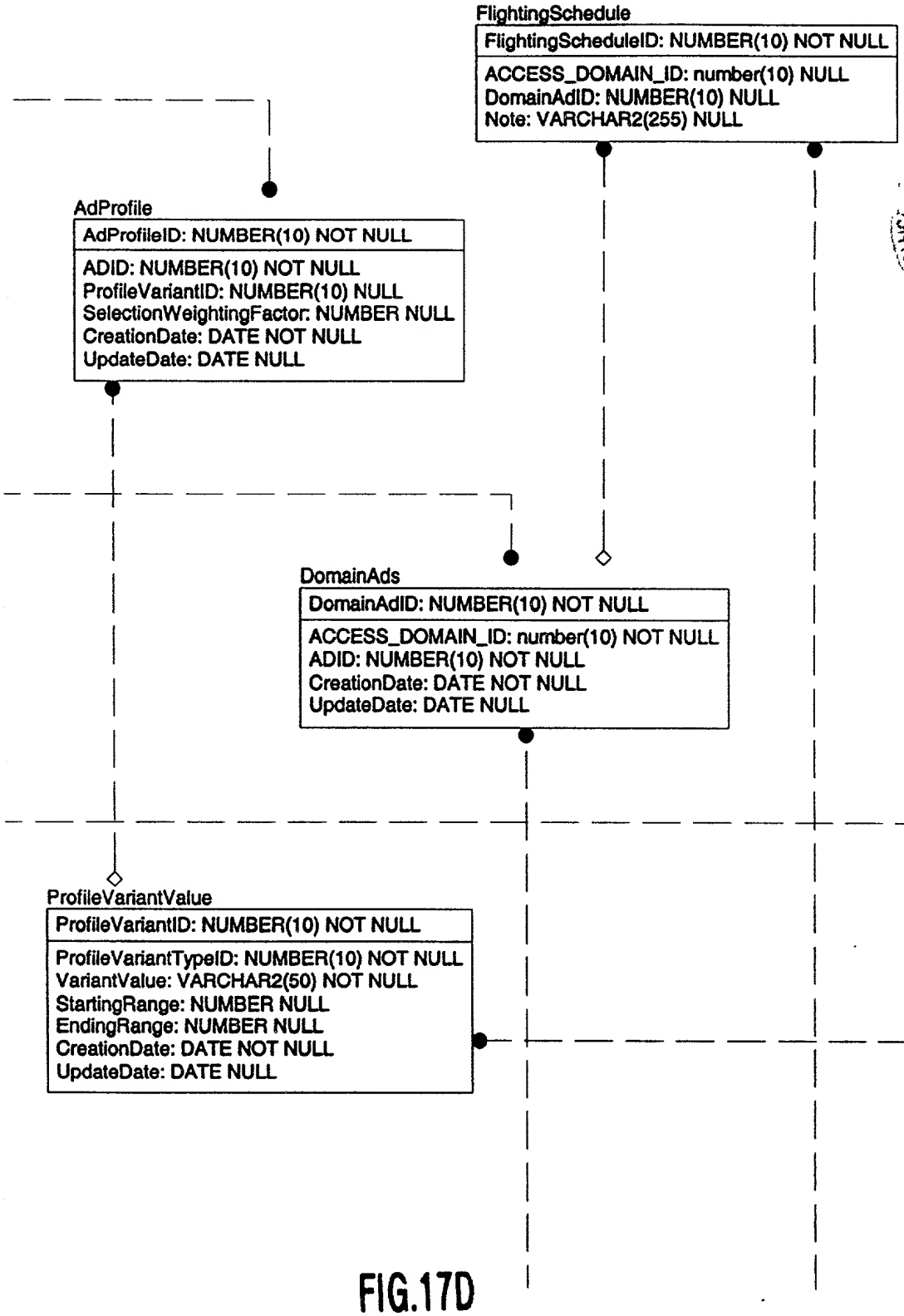

FlightingSchedule
FlightingScheduleID: NUMBER(10) NOT NULL
ACCESS_DOMAIN_ID: number(10) NULL
DomainAdID: NUMBER(10) NULL
Note: VARCHAR2(255) NULL
AdProfile
AdProfileID: NUMBER(10) NOT NULL
ADID: NUMBER(10) NOT NULL
ProfileVariantID: NUMBER(10) NULL
SelectionWeightingFactor: NUMBER NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL
DomainAds
DomainAdID: NUMBER(10) NOT NULL
ACCESS_DOMAIN_ID: number(10) NOT NULL
ADID: NUMBER(10) NOT NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL
ProfileVariantValue
ProfileVariantID: NUMBER(10) NOT NULL
ProfileVariantTypeID: NUMBER(10) NOT NULL
VariantValue: VARCHAR2(50) NOT NULL
StartingRange: NUMBER NULL
EndingRange: NUMBER NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL

FIG.17D

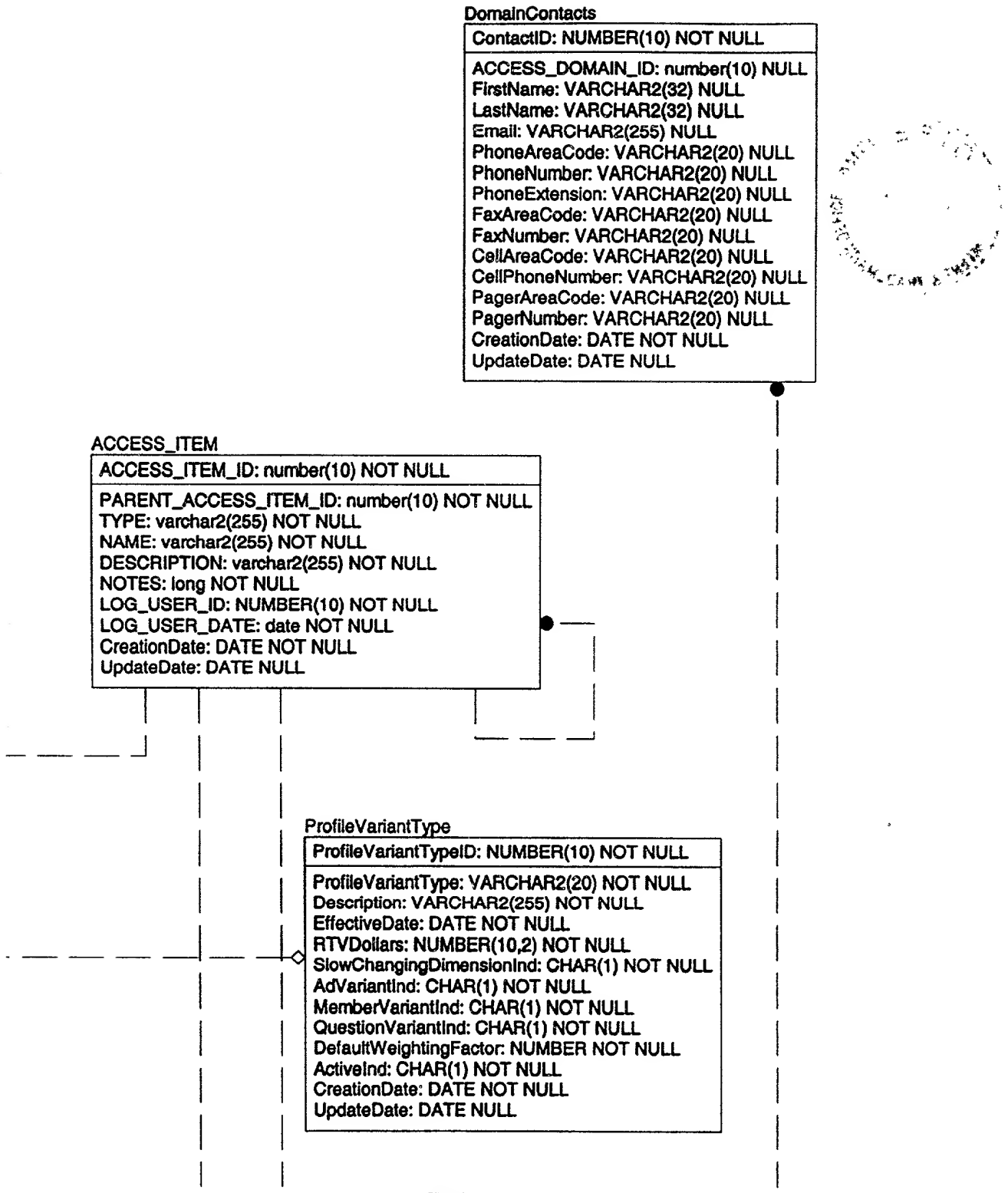

DomainContacts
ContactID: NUMBER(10) NOT NULL
ACCESS_DOMAIN_ID: number(10) NULL
FirstName: VARCHAR2(32) NULL
LastName: VARCHAR2(32) NULL
Email: VARCHAR2(255) NULL
PhoneAreaCode: VARCHAR2(20) NULL
PhoneNumber: VARCHAR2(20) NULL
PhoneExtension: VARCHAR2(20) NULL
FaxAreaCode: VARCHAR2(20) NULL
FaxNumber: VARCHAR2(20) NULL
CellAreaCode: VARCHAR2(20) NULL
CellPhoneNumber: VARCHAR2(20) NULL
PagerAreaCode: VARCHAR2(20) NULL
PagerNumber: VARCHAR2(20) NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL
ACCESS_ITEM
ACCESS_ITEM_ID: number(10) NOT NULL
PARENT_ACCESS_ITEM_ID: number(10) NOT NULL
TYPE: varchar2(255) NOT NULL
NAME: varchar2(255) NOT NULL
DESCRIPTION: varchar2(255) NOT NULL
NOTES: long NOT NULL
LOG_USER_ID: NUMBER(10) NOT NULL
LOG_USER_DATE: date NOT NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL
ProfileVariantType
ProfileVariantTypeID: NUMBER(10) NOT NULL
ProfileVariantType: VARCHAR2(20) NOT NULL
Description: VARCHAR2(255) NOT NULL
EffectiveDate: DATE NOT NULL
RTVDollars: NUMBER(10,2) NOT NULL
SlowChangingDimensionInd: CHAR(1) NOT NULL
AdVariantInd: CHAR(1) NOT NULL
MemberVariantInd: CHAR(1) NOT NULL
QuestionVariantInd: CHAR(1) NOT NULL
DefaultWeightingFactor: NUMBER NOT NULL
ActiveInd: CHAR(1) NOT NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL

FIG.17E

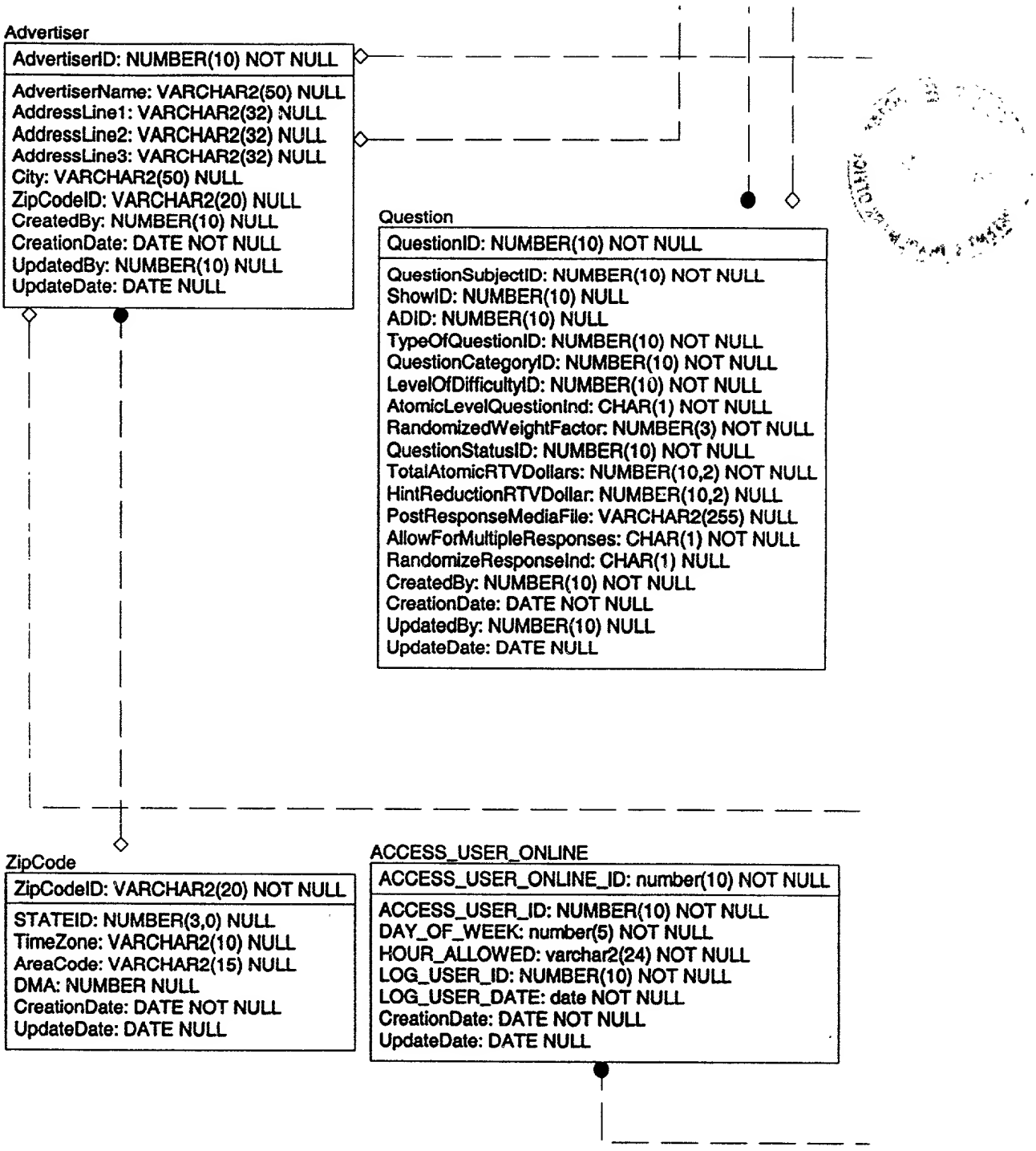

Advertiser
AdvertiserID: NUMBER(10) NOT NULL
AdvertiserName: VARCHAR2(50) NULL
AddressLine1: VARCHAR2(32) NULL
AddressLine2: VARCHAR2(32) NULL
AddressLine3: VARCHAR2(32) NULL
City: VARCHAR2(50) NULL
ZipCodeID: VARCHAR2(20) NULL
CreatedBy: NUMBER(10) NULL
CreationDate: DATE NOT NULL
UpdatedBy: NUMBER(10) NULL
UpdateDate: DATE NULL
Question
QuestionID: NUMBER(10) NOT NULL
QuestionSubjectID: NUMBER(10) NOT NULL
ShowID: NUMBER(10) NULL
ADID: NUMBER(10) NULL
TypeOfQuestionID: NUMBER(10) NOT NULL
QuestionCategoryID: NUMBER(10) NOT NULL
LevelOfDifficultyID: NUMBER(10) NOT NULL
AtomicLevelQuestionInd: CHAR(1) NOT NULL
RandomizedWeightFactor: NUMBER(3) NOT NULL
QuestionStatusID: NUMBER(10) NOT NULL
TotalAtomicRTVDollars: NUMBER(10,2) NOT NULL
HintReductionRTVDollar: NUMBER(10,2) NULL
PostResponseMediaFile: VARCHAR2(255) NULL
AllowForMultipleResponses: CHAR(1) NOT NULL
RandomizeResponseInd: CHAR(1) NULL
CreatedBy: NUMBER(10) NOT NULL
CreationDate: DATE NOT NULL
UpdatedBy: NUMBER(10) NULL
UpdateDate: DATE NULL
ZipCode
ZipCodeID: VARCHAR2(20) NOT NULL
STATEID: NUMBER(3,0) NULL
TimeZone: VARCHAR2(10) NULL
AreaCode: VARCHAR2(15) NULL
DMA: NUMBER NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL
ACCESS_USER_ONLINE
ACCESS_USER_ONLINE_ID: number(10) NOT NULL
ACCESS_USER_ID: NUMBER(10) NOT NULL
DAY_OF_WEEK: number(5) NOT NULL
HOUR_ALLOWED: varchar2(24) NOT NULL
LOG_USER_ID: NUMBER(10) NOT NULL
LOG_USER_DATE: date NOT NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL

FIG.17F

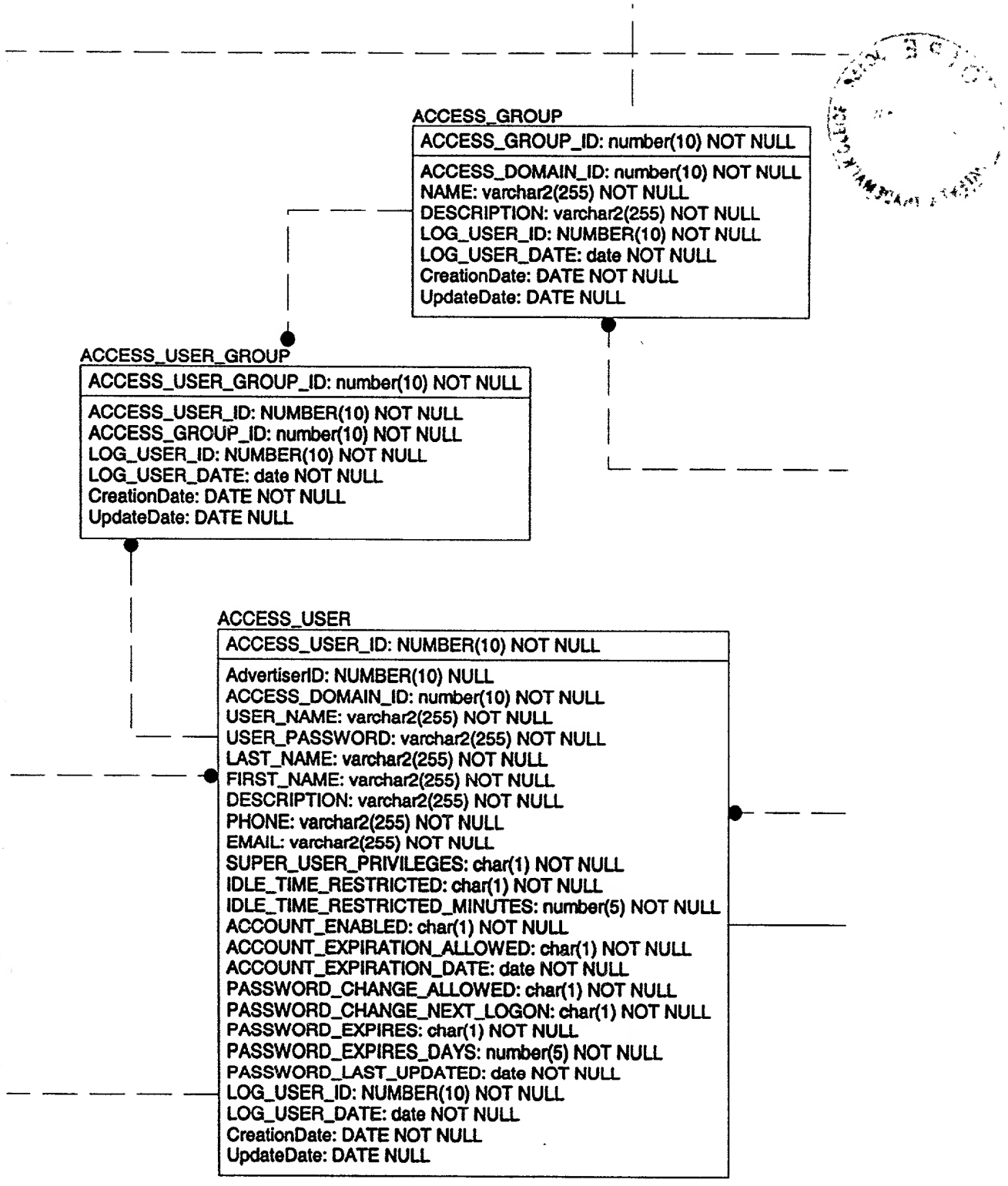

ACCESS_GROUP
ACCESS_GROUP_ID: number(10) NOT NULL
ACCESS_DOMAIN_ID: number(10) NOT NULL
NAME: varchar2(255) NOT NULL
DESCRIPTION: varchar2(255) NOT NULL
LOG_USER_ID: NUMBER(10) NOT NULL
LOG_USER_DATE: date NOT NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL
ACCESS_USER_GROUP
ACCESS_USER_GROUP_ID: number(10) NOT NULL
ACCESS_USER_ID: NUMBER(10) NOT NULL
ACCESS_GROUP_ID: number(10) NOT NULL
LOG_USER_ID: NUMBER(10) NOT NULL
LOG_USER_DATE: date NOT NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL
ACCESS_USER
ACCESS_USER_ID: NUMBER(10) NOT NULL
AdvertiserID: NUMBER(10) NULL
ACCESS_DOMAIN_ID: number(10) NOT NULL
USER_NAME: varchar2(255) NOT NULL
USER_PASSWORD: varchar2(255) NOT NULL
LAST_NAME: varchar2(255) NOT NULL
FIRST_NAME: varchar2(255) NOT NULL
DESCRIPTION: varchar2(255) NOT NULL
PHONE: varchar2(255) NOT NULL
EMAIL: varchar2(255) NOT NULL
SUPER_USER_PRIVILEGES: char(1) NOT NULL
IDLE_TIME_RESTRICTED: char(1) NOT NULL
IDLE_TIME_RESTRICTED_MINUTES: number(5) NOT NULL
ACCOUNT_ENABLED: char(1) NOT NULL
ACCOUNT_EXPIRATION_ALLOWED: char(1) NOT NULL
ACCOUNT_EXPIRATION_DATE: date NOT NULL
PASSWORD_CHANGE_ALLOWED: char(1) NOT NULL
PASSWORD_CHANGE_NEXT_LOGON: char(1) NOT NULL
PASSWORD_EXPIRES: char(1) NOT NULL
PASSWORD_EXPIRES_DAYS: number(5) NOT NULL
PASSWORD_LAST_UPDATED: date NOT NULL
LOG_USER_ID: NUMBER(10) NOT NULL
LOG_USER_DATE: date NOT NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL

FIG.17G

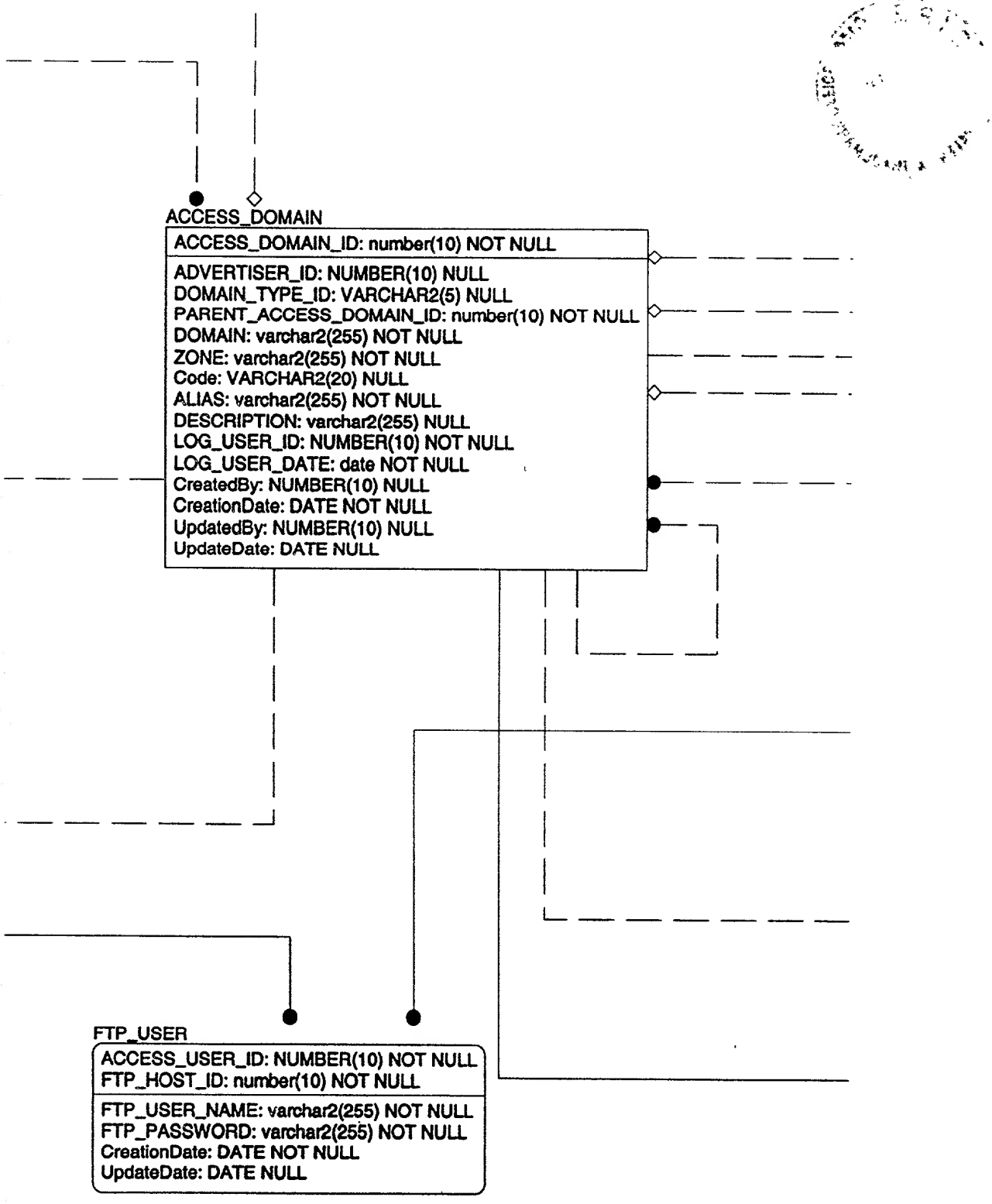

ACCESS_DOMAIN
ACCESS_DOMAIN_ID: number(10) NOT NULL
ADVERTISER_ID: NUMBER(10) NULL
DOMAIN_TYPE_ID: VARCHAR2(5) NULL
PARENT_ACCESS_DOMAIN_ID: number(10) NOT NULL
DOMAIN: varchar2(255) NOT NULL
ZONE: varchar2(255) NOT NULL
Code: VARCHAR2(20) NULL
ALIAS: varchar2(255) NOT NULL
DESCRIPTION: varchar2(255) NULL
LOG_USER_ID: NUMBER(10) NOT NULL
LOG_USER_DATE: date NOT NULL
CreatedBy: NUMBER(10) NULL
CreationDate: DATE NOT NULL
UpdatedBy: NUMBER(10) NULL
UpdateDate: DATE NULL
FTP_USER
ACCESS_USER_ID: NUMBER(10) NOT NULL
FTP_HOST_ID: number(10) NOT NULL
FTP_USER_NAME: varchar2(255) NOT NULL
FTP_PASSWORD: varchar2(255) NOT NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL

FIG.17H

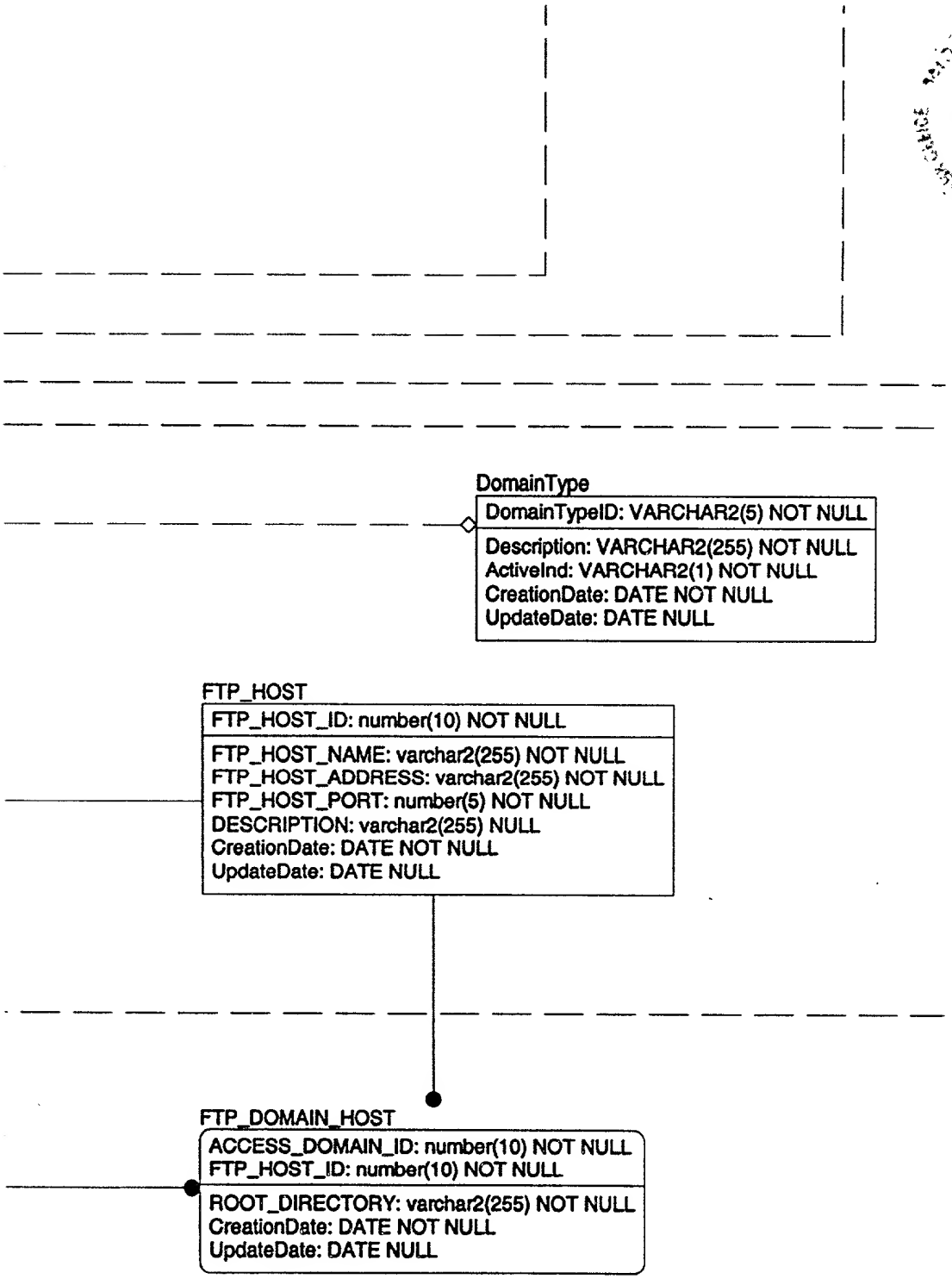

DomainType
DomainTypeID: VARCHAR2(5) NOT NULL
Description: VARCHAR2(255) NOT NULL
ActiveInd: VARCHAR2(1) NOT NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL
FTP_HOST
FTP_HOST_ID: number(10) NOT NULL
FTP_HOST_NAME: varchar2(255) NOT NULL
FTP_HOST_ADDRESS: varchar2(255) NOT NULL
FTP_HOST_PORT: number(5) NOT NULL
DESCRIPTION: varchar2(255) NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL
FTP_DOMAIN_HOST
ACCESS_DOMAIN_ID: number(10) NOT NULL
FTP_HOST_ID: number(10) NOT NULL
ROOT_DIRECTORY: varchar2(255) NOT NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL

FIG.17I

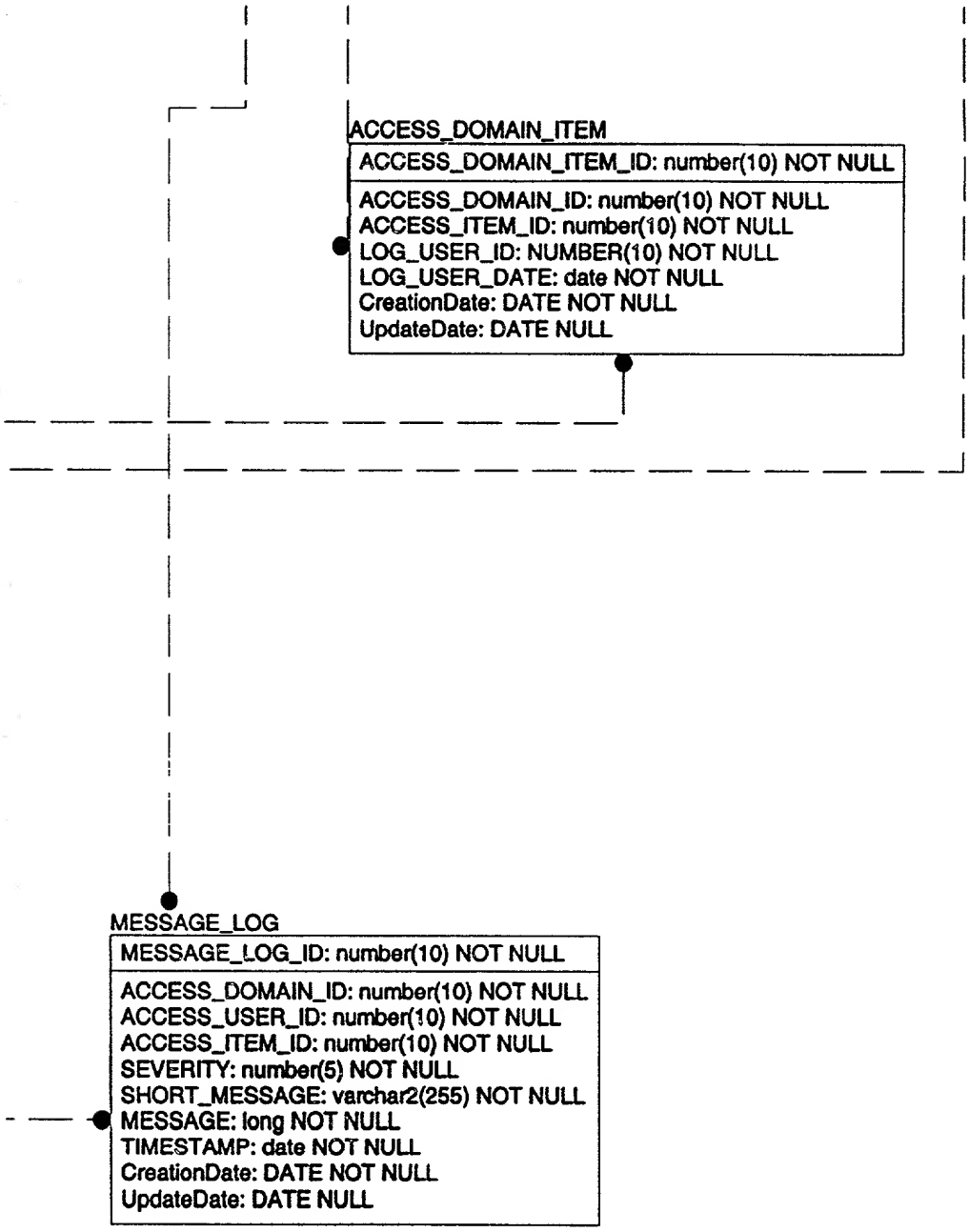

ACCESS_DOMAIN_ITEM
ACCESS_DOMAIN_ITEM_ID: number(10) NOT NULL
ACCESS_DOMAIN_ID: number(10) NOT NULL
ACCESS_ITEM_ID: number(10) NOT NULL
LOG_USER_ID: NUMBER(10) NOT NULL
LOG_USER_DATE: date NOT NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL
MESSAGE_LOG
MESSAGE_LOG_ID: number(10) NOT NULL
ACCESS_DOMAIN_ID: number(10) NOT NULL
ACCESS_USER_ID: number(10) NOT NULL
ACCESS_ITEM_ID: number(10) NOT NULL
SEVERITY: number(5) NOT NULL
SHORT_MESSAGE: varchar2(255) NOT NULL
MESSAGE: long NOT NULL
TIMESTAMP: date NOT NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL

FIG.17J

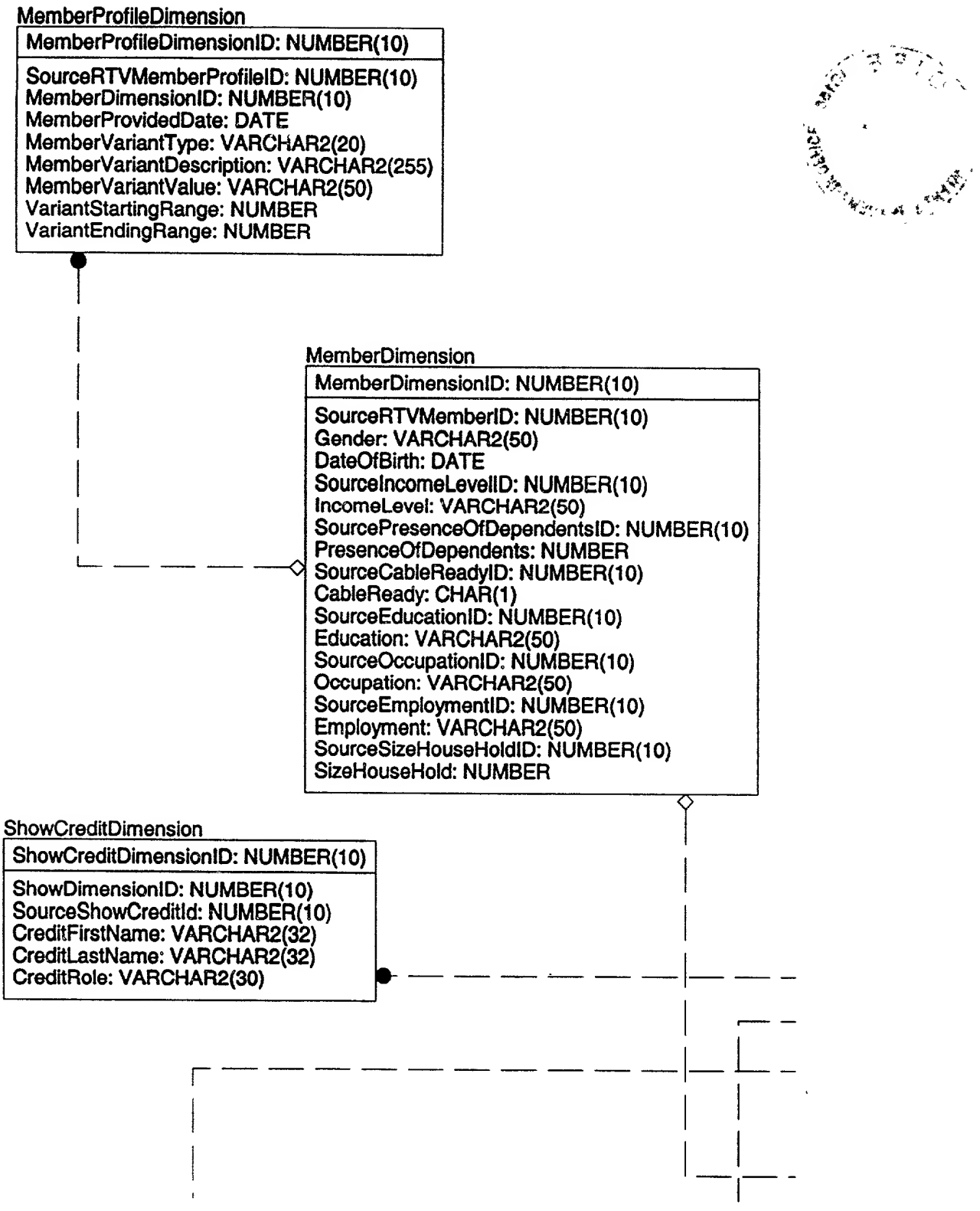

MemberProfileDimension
MemberProfileDimensionID: NUMBER(10)
SourceRTVMemberProfileID: NUMBER(10)
MemberDimensionID: NUMBER(10)
MemberProvidedDate: DATE
MemberVariantType: VARCHAR2(20)
MemberVariantDescription: VARCHAR2(255)
MemberVariantValue: VARCHAR2(50)
VariantStartingRange: NUMBER
VariantEndingRange: NUMBER
MemberDimension
MemberDimensionID: NUMBER(10)
SourceRTVMemberID: NUMBER(10)
Gender: VARCHAR2(50)
DateOfBirth: DATE
SourceIncomeLevelID: NUMBER(10)
IncomeLevel: VARCHAR2(50)
SourcePresenceOfDependentsID: NUMBER(10)
PresenceOfDependents: NUMBER
SourceCableReadyID: NUMBER(10)
CableReady: CHAR(1)
SourceEducationID: NUMBER(10)
Education: VARCHAR2(50)
SourceOccupationID: NUMBER(10)
Occupation: VARCHAR2(50)
SourceEmploymentID: NUMBER(10)
Employment: VARCHAR2(50)
SourceSizeHouseHoldID: NUMBER(10)
SizeHouseHold: NUMBER
ShowCreditDimension
ShowCreditDimensionID: NUMBER(10)
ShowDimensionID: NUMBER(10)
SourceShowCreditId: NUMBER(10)
CreditFirstName: VARCHAR2(32)
CreditLastName: VARCHAR2(32)
CreditRole: VARCHAR2(30)

FIG.18A

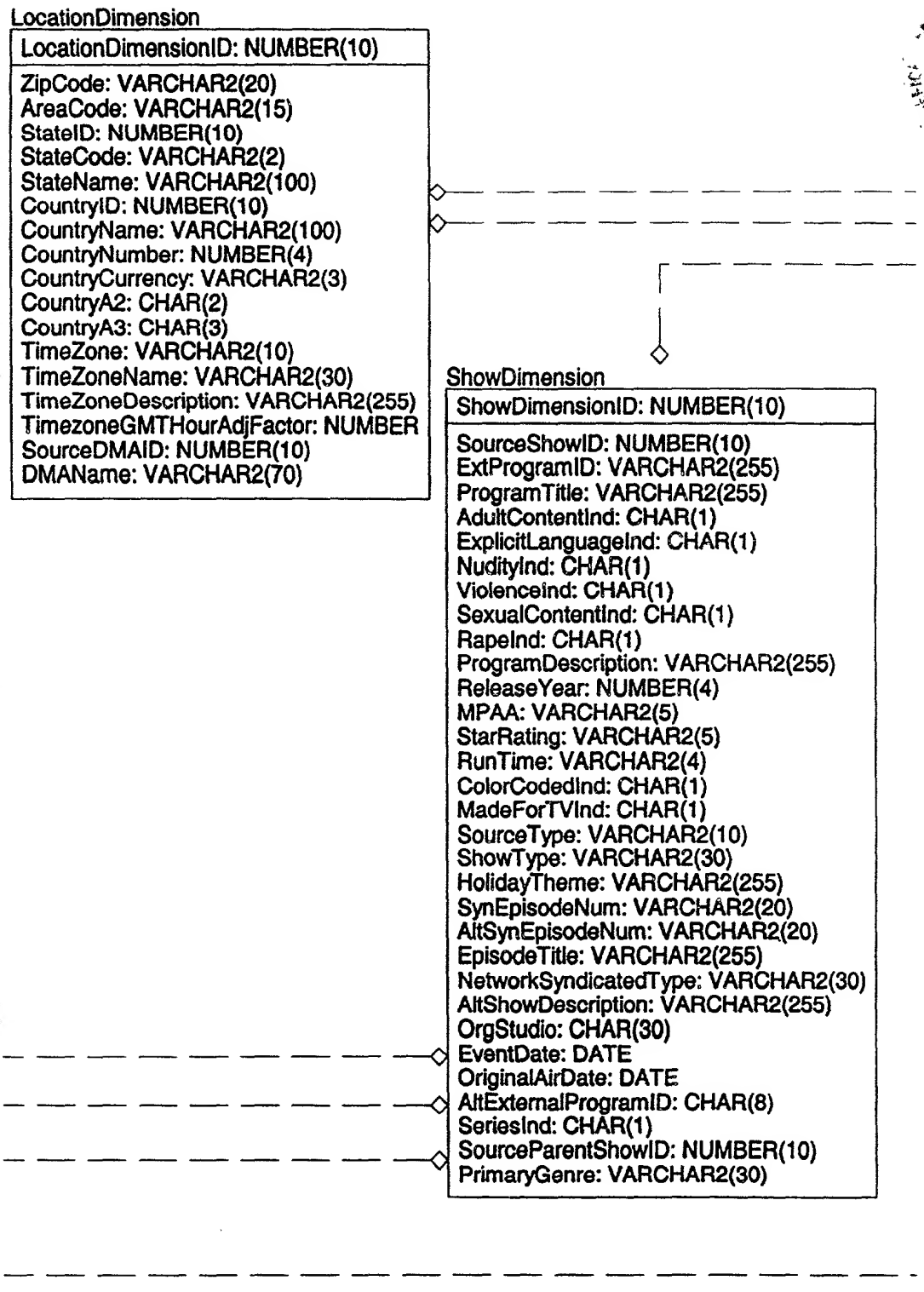

LocationDimension
LocationDimensionID: NUMBER(10)
ZipCode: VARCHAR2(20)
AreaCode: VARCHAR2(15)
StateID: NUMBER(10)
StateCode: VARCHAR2(2)
StateName: VARCHAR2(100)
CountryID: NUMBER(10)
CountryName: VARCHAR2(100)
CountryNumber: NUMBER(4)
CountryCurrency: VARCHAR2(3)
CountryA2: CHAR(2)
CountryA3: CHAR(3)
TimeZone: VARCHAR2(10)
TimeZoneName: VARCHAR2(30)
TimeZoneDescription: VARCHAR2(255)
TimezoneGMTHourAdjFactor: NUMBER
SourceDMAID: NUMBER(10)
DMAName: VARCHAR2(70)
ShowDimension
ShowDimensionID: NUMBER(10)
SourceShowID: NUMBER(10)
ExtProgramID: VARCHAR2(255)
ProgramTitle: VARCHAR2(255)
AdultContentInd: CHAR(1)
ExplicitLanguageInd: CHAR(1)
NudityInd: CHAR(1)
ViolenceInd: CHAR(1)
SexualContentInd: CHAR(1)
RapeInd: CHAR(1)
ProgramDescription: VARCHAR2(255)
ReleaseYear: NUMBER(4)
MPAA: VARCHAR2(5)
StarRating: VARCHAR2(5)
RunTime: VARCHAR2(4)
ColorCodedInd: CHAR(1)
MadeForTVInd: CHAR(1)
SourceType: VARCHAR2(10)
ShowType: VARCHAR2(30)
HolidayTheme: VARCHAR2(255)
SynEpisodeNum: VARCHAR2(20)
AltSynEpisodeNum: VARCHAR2(20)
EpisodeTitle: VARCHAR2(255)
NetworkSyndicatedType: VARCHAR2(30)
AltShowDescription: VARCHAR2(255)
OrgStudio: CHAR(30)
EventDate: DATE
OriginalAirDate: DATE
AltExternalProgramID: CHAR(8)
SeriesInd: CHAR(1)
SourceParentShowID: NUMBER(10)
PrimaryGenre: VARCHAR2(30)

FIG.18B

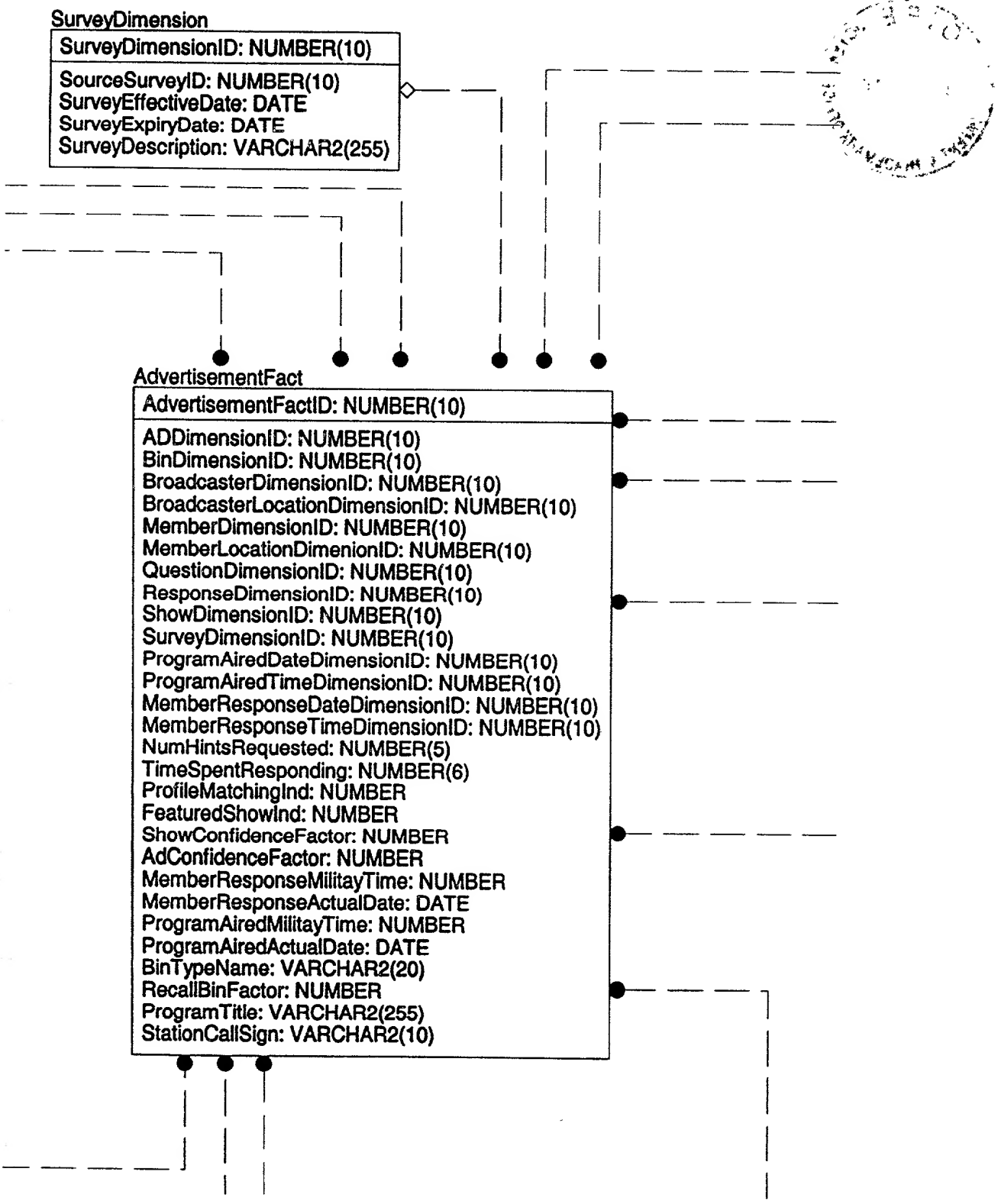

SurveyDimension
SurveyDimensionID: NUMBER(10)
SourceSurveyID: NUMBER(10)
SurveyEffectiveDate: DATE
SurveyExpiryDate: DATE
SurveyDescription: VARCHAR2(255)
AdvertisementFact
AdvertisementFactID: NUMBER(10)
ADDimensionID: NUMBER(10)
BinDimensionID: NUMBER(10)
BroadcasterDimensionID: NUMBER(10)
BroadcasterLocationDimensionID: NUMBER(10)
MemberDimensionID: NUMBER(10)
MemberLocationDimenionID: NUMBER(10)
QuestionDimensionID: NUMBER(10)
ResponseDimensionID: NUMBER(10)
ShowDimensionID: NUMBER(10)
SurveyDimensionID: NUMBER(10)
ProgramAiredDateDimensionID: NUMBER(10)
ProgramAiredTimeDimensionID: NUMBER(10)
MemberResponseDateDimensionID: NUMBER(10)
MemberResponseTimeDimensionID: NUMBER(10)
NumHintsRequested: NUMBER(5)
TimeSpentResponding: NUMBER(6)
ProfileMatchingInd: NUMBER
FeaturedShowInd: NUMBER
ShowConfidenceFactor: NUMBER
AdConfidenceFactor: NUMBER
MemberResponseMilitayTime: NUMBER
MemberResponseActualDate: DATE
ProgramAiredMilitayTime: NUMBER
ProgramAiredActualDate: DATE
BinTypeName: VARCHAR2(20)
RecallBinFactor: NUMBER
ProgramTitle: VARCHAR2(255)
StationCallSign: VARCHAR2(10)

FIG.18C

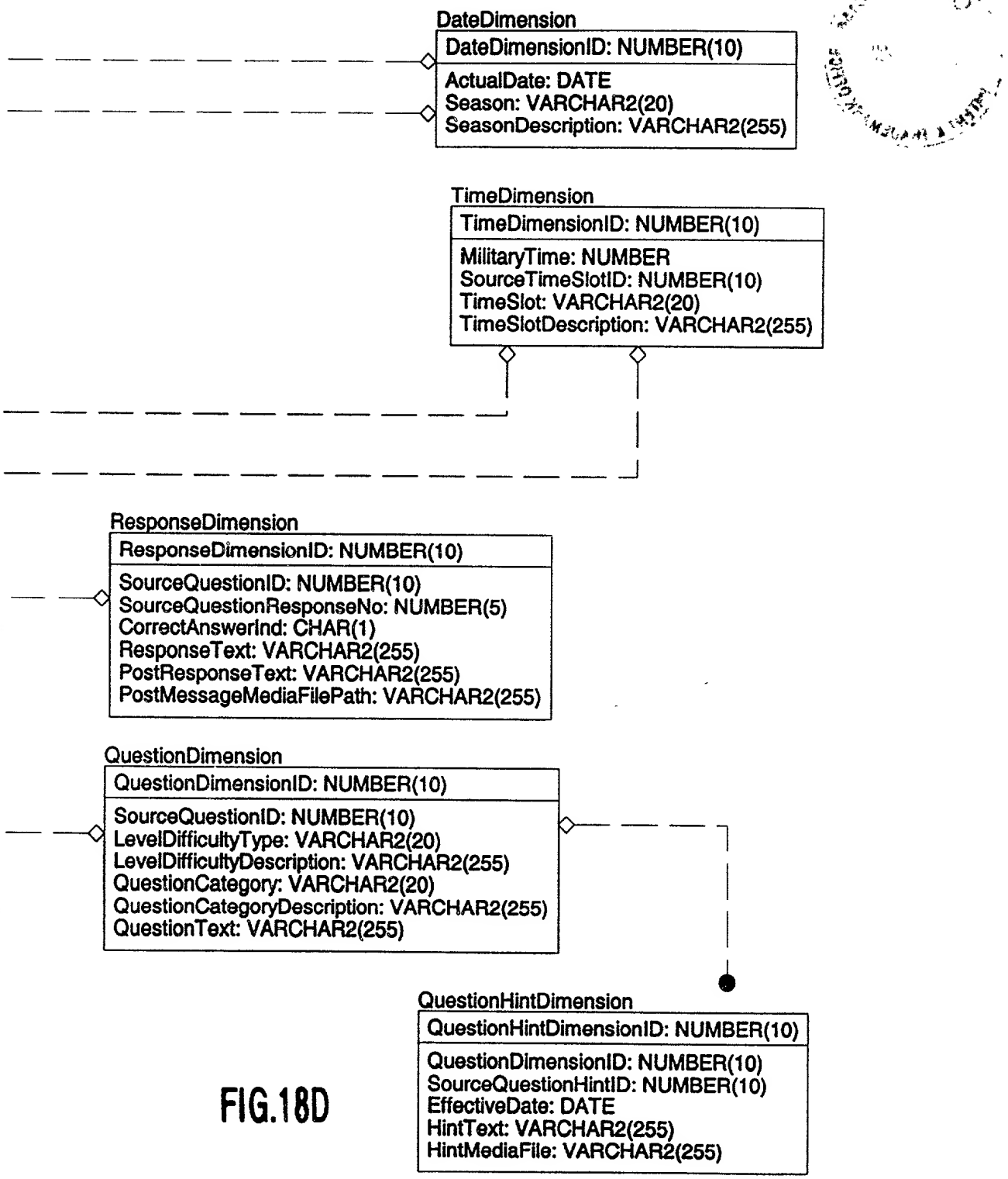

DateDimension
DateDimensionID: NUMBER(10)
ActualDate: DATE
Season: VARCHAR2(20)
SeasonDescription: VARCHAR2(255)
TimeDimension
TimeDimensionID: NUMBER(10)
MilitaryTime: NUMBER
SourceTimeSlotID: NUMBER(10)
TimeSlot: VARCHAR2(20)
TimeSlotDescription: VARCHAR2(255)
ResponseDimension
ResponseDimensionID: NUMBER(10)
SourceQuestionID: NUMBER(10)
SourceQuestionResponseNo: NUMBER(5)
CorrectAnswerInd: CHAR(1)
ResponseText: VARCHAR2(255)
PostResponseText: VARCHAR2(255)
PostMessageMediaFilePath: VARCHAR2(255)
QuestionDimension
QuestionDimensionID: NUMBER(10)
SourceQuestionID: NUMBER(10)
LevelDifficultyType: VARCHAR2(20)
LevelDifficultyDescription: VARCHAR2(255)
QuestionCategory: VARCHAR2(20)
QuestionCategoryDescription: VARCHAR2(255)
QuestionText: VARCHAR2(255)
QuestionHintDimension
QuestionHintDimensionID: NUMBER(10)
QuestionDimensionID: NUMBER(10)
SourceQuestionHintID: NUMBER(10)
EffectiveDate: DATE
HintText: VARCHAR2(255)
HintMediaFile: VARCHAR2(255)

FIG.18D

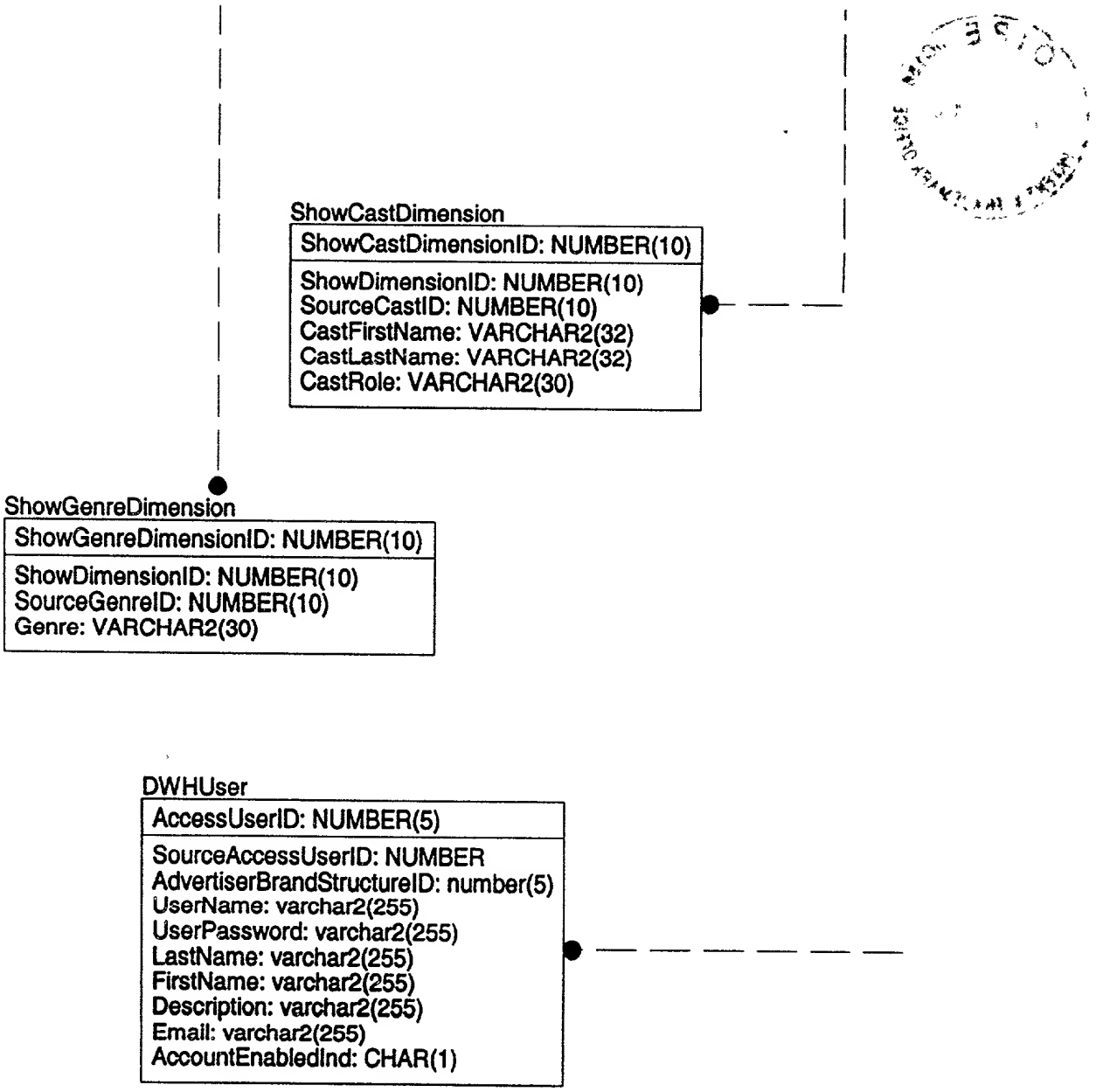

ShowCastDimension
ShowCastDimensionID: NUMBER(10)
ShowDimensionID: NUMBER(10)
SourceCastID: NUMBER(10)
CastFirstName: VARCHAR2(32)
CastLastName: VARCHAR2(32)
CastRole: VARCHAR2(30)
ShowGenreDimension
ShowGenreDimensionID: NUMBER(10)
ShowDimensionID: NUMBER(10)
SourceGenreID: NUMBER(10)
Genre: VARCHAR2(30)
DWHUser
AccessUserID: NUMBER(5)
SourceAccessUserID: NUMBER
AdvertiserBrandStructureID: number(5)
UserName: varchar2(255)
UserPassword: varchar2(255)
LastName: varchar2(255)
FirstName: varchar2(255)
Description: varchar2(255)
Email: varchar2(255)
AccountEnabledInd: CHAR(1)

FIG.18E

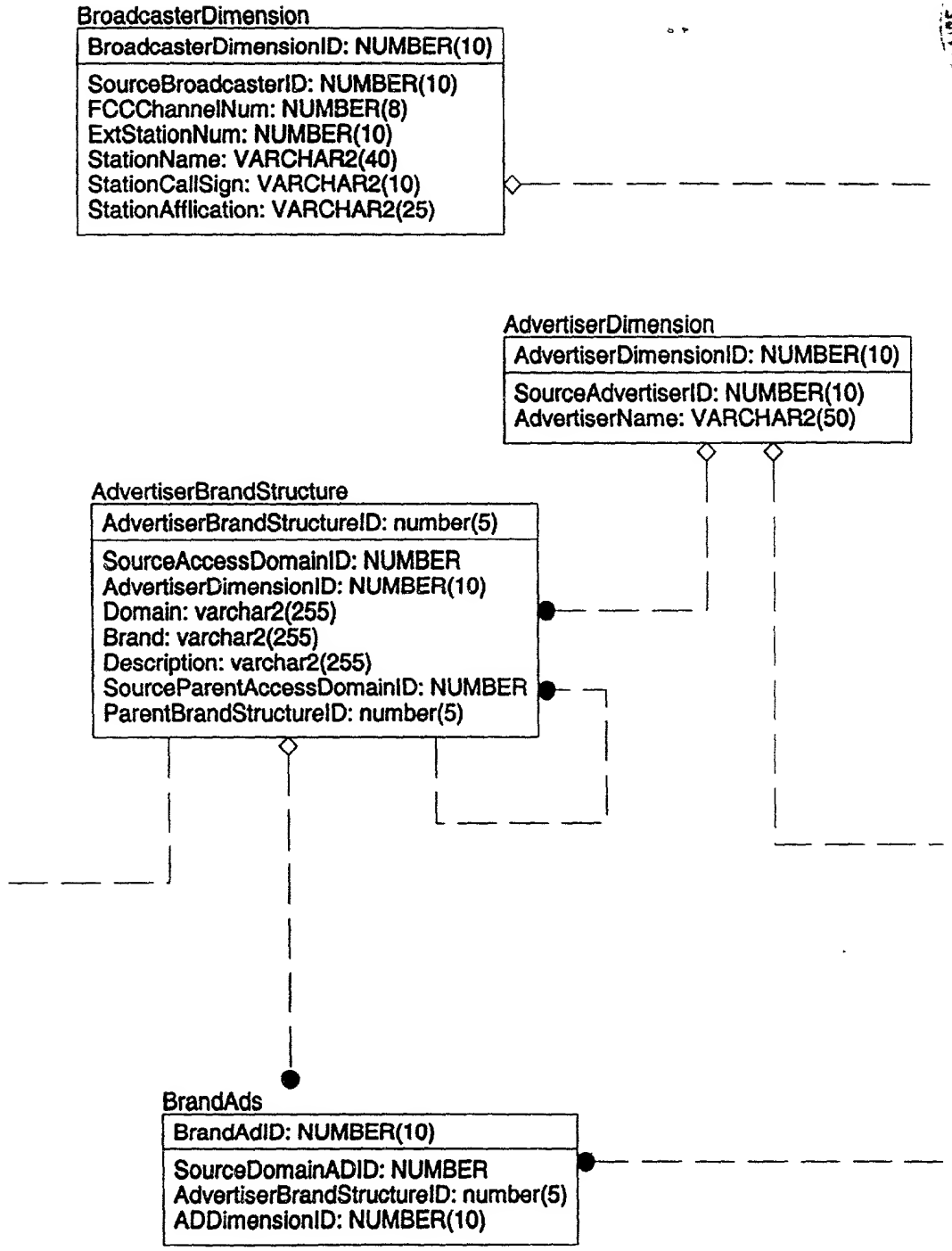

BroadcasterDimension
BroadcasterDimensionID: NUMBER(10)
SourceBroadcasterID: NUMBER(10)
FCCChannelNum: NUMBER(8)
ExtStationNum: NUMBER(10)
StationName: VARCHAR2(40)
StationCallSign: VARCHAR2(10)
StationAfflication: VARCHAR2(25)
AdvertiserDimension
AdvertiserDimensionID: NUMBER(10)
SourceAdvertiserID: NUMBER(10)
AdvertiserName: VARCHAR2(50)
AdvertiserBrandStructure
AdvertiserBrandStructureID: number(5)
SourceAccessDomainID: NUMBER
AdvertiserDimensionID: NUMBER(10)
Domain: varchar2(255)
Brand: varchar2(255)
Description: varchar2(255)
SourceParentAccessDomainID: NUMBER
ParentBrandStructureID: number(5)
BrandAds
BrandAdID: NUMBER(10)
SourceDomainADID: NUMBER
AdvertiserBrandStructureID: number(5)
ADDimensionID: NUMBER(10)

FIG.18F

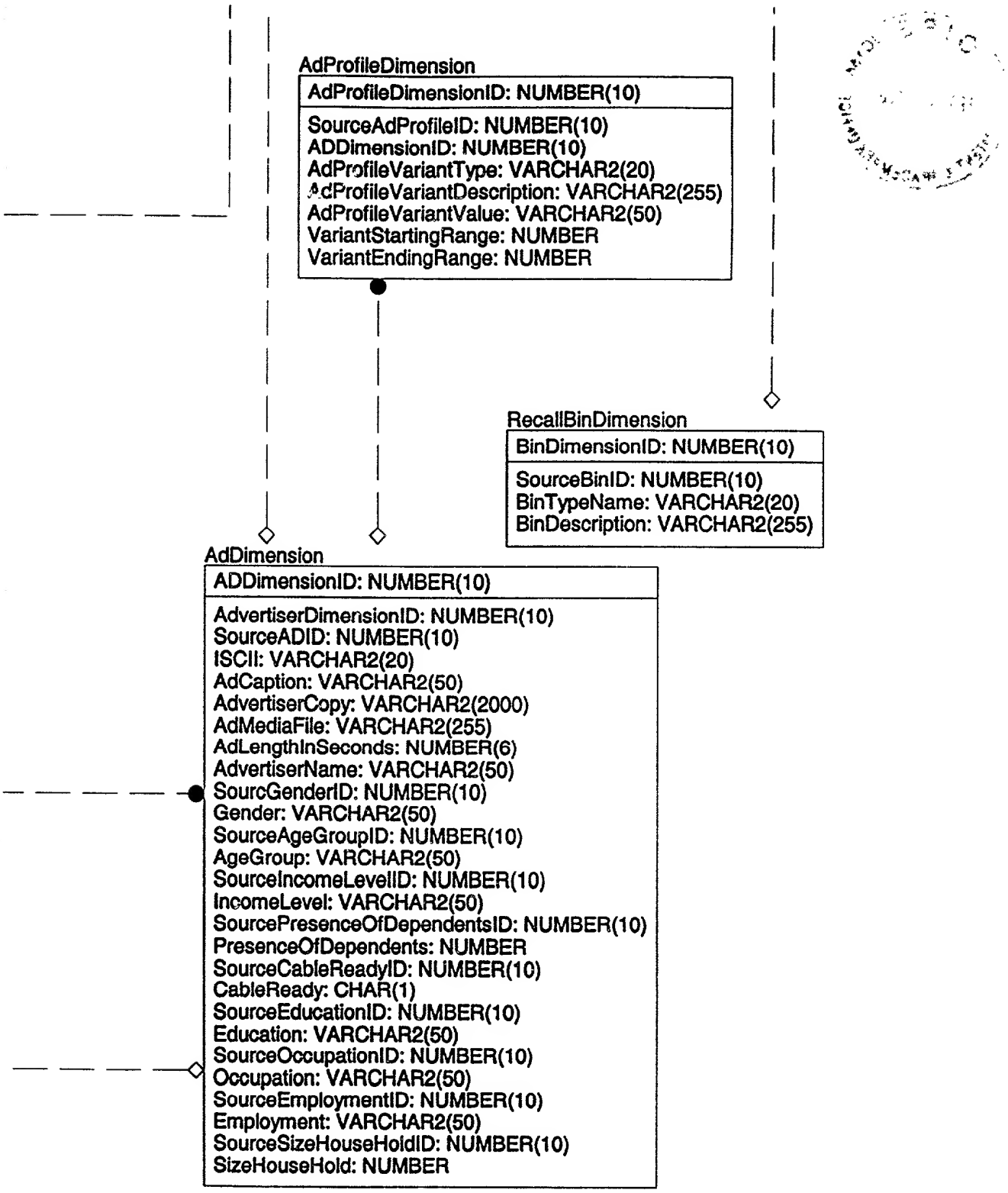

AdProfileDimension
AdProfileDimensionID: NUMBER(10)
SourceAdProfileID: NUMBER(10)
ADDimensionID: NUMBER(10)
AdProfileVariantType: VARCHAR2(20)
AdProfileVariantDescription: VARCHAR2(255)
AdProfileVariantValue: VARCHAR2(50)
VariantStartingRange: NUMBER
VariantEndingRange: NUMBER
RecallBinDimension
BinDimensionID: NUMBER(10)
SourceBinID: NUMBER(10)
BinTypeName: VARCHAR2(20)
BinDescription: VARCHAR2(255)
AdDimension
ADDimensionID: NUMBER(10)
AdvertiserDimensionID: NUMBER(10)
SourceADID: NUMBER(10)
ISCII: VARCHAR2(20)
AdCaption: VARCHAR2(50)
AdvertiserCopy: VARCHAR2(2000)
AdMediaFile: VARCHAR2(255)
AdLengthInSeconds: NUMBER(6)
AdvertiserName: VARCHAR2(50)
SourcGenderID: NUMBER(10)
Gender: VARCHAR2(50)
SourceAgeGroupID: NUMBER(10)
AgeGroup: VARCHAR2(50)
SourceIncomeLevelID: NUMBER(10)
IncomeLevel: VARCHAR2(50)
SourcePresenceOfDependentsID: NUMBER(10)
PresenceOfDependents: NUMBER
SourceCableReadyID: NUMBER(10)
CableReady: CHAR(1)
SourceEducationID: NUMBER(10)
Education: VARCHAR2(50)
SourceOccupationID: NUMBER(10)
Occupation: VARCHAR2(50)
SourceEmploymentID: NUMBER(10)
Employment: VARCHAR2(50)
SourceSizeHouseHoldID: NUMBER(10)
SizeHouseHold: NUMBER

FIG.18G